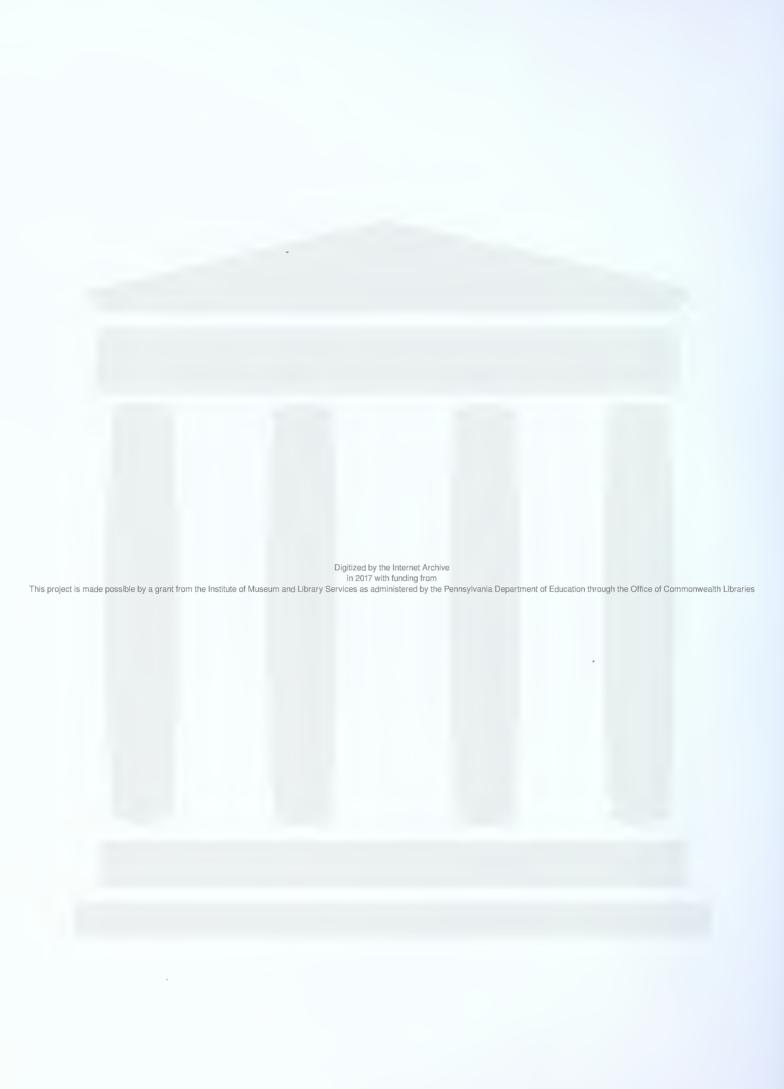
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Vol. 1, 1979-80





Vol. 1, No. 1

October 1979

a memo from the Pennsylvania Public Television Network

This month PPTN presents its new look! Our new name, **The Pennsylvania Connection** proclaims that the Pennsylvania Public Television Network is the interconection for the seven public television stations in Pennsylvania. PPTN through the seven member stations provides a unique communications vehicle which allows for simultaneous broadcast to a statewide audience.

Feelings

In a communications-oriented society, it seems strange to say that communications are lacking. Yet that is precisely the case in one important area of American life: parent-child relationships. Where communication lines do exist, they are usually one-directional.

"Rarely, if ever, have children and young people had an opportunity to be heard on the most important issues concerning their lives and the problems the American family is facing," says well-known child psychologist and author Lee Salk. "Ironically, they are frequently the victims of many problems, yet we rarely turn to them to understand their views."

A long-time advocate for the child's point of view, Salk is personally opening up those lines of communications to public television viewers nationwide as **Feelings...With Dr. Lee Salk** premieres on Saturday, October 6 on most PPTN member stations (check local listings).

Disregarding the old maxim that "children should be seen and not heard," Feelings provides an open forum for youngsters to express their views on a variety of subjects which affect their lives deeply, but about which they are seldom consulted. Topics for the 13 half-hour programs in the series range from anger to love, from sexuality to child abuse, and Feelings' youthful participants address their subjects honestly. There is humor as well as seriousness to the discussions, but no impression that "kids say the darndest things." Rather, the series "focuses on young people's deepest feelings about life's most significant problems," according to Salk. "It also deals with them respectfully and with dignity."

Each week's program features two or three youngsters in a studio setting with Salk, who is the only regular on the series. The children range in age from 8 to 14; they come from all walks of life and represent every type of family structure. Some live in traditional families, some with single parents or parents who have remarried. Appropriate to



Brief dramatic skits, illustrating sensitive but all-too-familiar scenes in the lives of children, set the stage for discussion on most episodes of Feelings...With Dr. Lee Salk.

particular program topics, there are also children who live in group homes, children who have handicaps, and children who live with chronic illness.

In most **Feelings** programs, a sensitive but all-too-familiar family scene is presented in dramatic form; this segment then becomes a catalyst for discussion as the children, with Salk's guidance, explore their reactions and relate the scene to their personal experience.

It is Salk's hope that the lines of communications opened by Feelings will extend to viewing families throughout America. He intends the series to be a "a springboard for the facilitation of discussions between children and their parents. It will give them greater insight into the problems that everyone faces within a family unit." With Feelings, Salk believes, "we can look at the world through the eyes of our future leaders, while we acquire greater compassion and unity within the family.

PA Begins



Proposed "workfare" legislation is among the topics when **Pennsylvania** premieres on PPTN's member stations Friday, October 5, at 9:00 p.m.

Produced for PPTN by WPSX-TV, University Park, **Pennsylvania** involves all seven PPTN member stations and makes use of the network's unique two-way TV interconnection so that participants at one station can discuss a topic with people at one or more other stations.

On the first program, series host John Grant will moderate an interconnected, live discussion of proposed "workfare" legislation. Currently before the General Assembly, the workfare bill would require that all able welfare recipients be required to perform some kind of community service work

in order to receive welfare payments. Debate over the proposal centers around the cost of workfare and arguments by welfare rights organizations that the legislation would deprive welfare recipients of their rights. The **Pennsylvania** debate will include both advocates and opponents of the legislation, including the bill's sponsors, a representative from the Department of Welfare, and a representative of the welfare rights organization.

Discussing the issue will be Helen O'Bannon, secretary of the Pennsylvania Department of Public Welfare, Representative Terry Punt (R-Franklin County) who sponsored the workfare bill, and Louise Brookins, president of the Pennsylvania

Welfare Rights Organization.

In addition, Kathryn Larson of the **Pennsylvania** Harrisburg Bureau, coordinated by WQED-TV, Pittsburgh, will present the first in a weekly series of reports on state government, and Steve Hubicsak will explore a variety of community events happening around the state. Hubicsak's report will include a look at the Hershey Antique Auto Show, a visit to a Pennsylvania winery in Erie, demonstrations of traditional crafts in Old Bedford Village, and a re-enactment of the Battle of Germantown.

Meteorologist Joe Sobel will give **Pennsylvania** viewers an update on the weekend weather around the state.

Upcoming topics for the weekly interconnected segment of **Pennsylvania** will deal with coal development in Pennsylvania, asbestos danger in schools, and no-fault divorce.

The People of TMI

In the early spring of 1979, one of the most dramatic events in modern American history occurred — a nuclear power plant accident near Harrisburg, Pennsylvania. The story of the people who live and work in the shadow of the now symbolic towers of Three Mile Island premieres Sunday, October 28 on most PPTN member stations (check local listings). The hour-long special will air nationally over PBS stations.

The People of Three Mile Island is not a mere recounting of the sequence and cause of the nation's worst commercial atomic accident or an examination of the debate over the merits of nuclear power. Instead, it is an in-depth look at the responses of people who were directly affected by the accident.

It is the story of government and industry officials whose decisions made world-wide news — and the story of people whose feelings and fears have not yet gone away.

There is a young mother of two children who worries about their future. There is the farmer who says life and livestock have been adversely affected, and who believes that Three Mile Island is solely to blame, despite official assurances. And there is the couple in their 50's, with a large home in sight of the four cooling towers, who say they will move if the plant reopens.

There are also flashbacks. A Catholic priest talks about administering General Absolution to his congregation the Sunday following the accident. Pennsylvania Governor Dick Thornburgh reflects on his decision not to order a general evacuation despite pressures to do so. The State's health



Although it's business, and school, as usual in Middletown, PA., the towers looming on nearby Three Mile Island symbolize the fear that prevails among area residents since last spring's nuclear power plant accident.

secretary says why he chose not to follow a federal recommendation to distribute a thyroid protecting drug. And a welfare mother talks of her frustration over lack of funds to leave the area at the time of the accident.

These are **People of Three Mile Island**. Although their lives go on much as before, they will be studied for years to come. Their illnesses will be recorded and their actions and motives will be questioned.

The People of Three Mile Island was produced by WITF/Hershey and was made possible by public television stations, the United Methodist Church, the United Presbyterian Church and the Church of the Brethren. John M. Baer, producer; Robert F. Larson, executive producer.



PENNSYLVANIA

This is one of a series of the Pennsylvania Public Television Network print supplements exploring issues and topics of statewide concern. They are prepared by the PPTN Public Information Office in Hershey, Pennsylvania. These publications are designed to foster greater public understanding and involvement in state issues and are not intended to promote any particular point of view.

Each week a portion of the program **Pennsylvania** will be devoted to a live interconnected discussion of a current issue of statewide concern. The two-way TV interconnection makes it possible for participants at one station to discuss a topic with individuals at one or more other stations.

During the month of October the following subjects will be examined: "Workfare;" "Asbestos Danger in the Schools;" and "Coal Development in Pennsylvania." This edition of **Pennsylvania Report** takes a look at these issues and their possible impact on the Commonwealth.

Asbestos Danger in the Schools

Recent concern about illness caused by environmental factors has brought attention to asbestos-containing materials used in all types of buildings for fireproofing, insulation, and decoration. Certain diseases are directly related to asbestos exposure. The lung disease, asbestosis, some cancers of the lung, a rare cancer of the chest and abdominal lining, and cancers of the esophagus, stomach, and colon have all been linked to exposure to asbestos fibers.

Until recently, these health hazards were generally associated with asbestos workers. Now there is concern about the equally serious problem of exposure of children in school buildings. There are some special factors about school children and their exposure risks that have caused this specific concern. Their exposure occurs early in their life, allowing a long development period for asbestos-related diseases. (The latent period between exposure and appearance of disease can be as much as 20 to 40 years.) Duration of exposure is another important element since children attend school daily for a major portion of the year.

A large number of children can be exposed at one time to asbestos-containing materials in the building. Because school children are a very lively group, certain materials containing asbestos could be damaged during activities, releasing asbestos fibers and increasing risk of exposure. Currently, no safe level of exposure has been established, and it is impossible to estimate the exact degree of risk involved with low-level exposure.



Asbestos refers to a group of naturally occurring minerals that separate into fibers which are incombustible and have good thermal and electrical insulating qualities. There are six asbestos minerals that are used commercially: chrysotile, amosite, crocidolite, anthophyllite asbestos, tremolite asbestos, and actinolite asbestos. Chrysotile and amosite are the two asbestos minerals most frequently used in school buildings. Common uses include cement products, plaster, fireproof textiles, vinyl floor tiles, thermal and acoustical insultation, and sprayed materials.

As best os fibers are an unusual environmental pollutant because they cannot be easily destroyed or degraded. The size and shape of these fibers gives them the capability of prolonged suspension in the air.

Exposed individuals inhale the fibers; any fibers retained in the lungs will stay indefinitely.

Not all asbestos-containing materials in school buildings are hazardous. Materials such as vinyl floor tile have the asbestos fibers firmly encased, and are potentially hazardous if the fibers are released by sanding, grinding, or cutting. The more dangerous materials are those which are loosely bound, or friable, and can release fibers after only minor disturbance. Friable asbestos materials are most commonly found on overhead surfaces, steel beams, ceilings, and occasionally on walls and pipes.

The Environmental Protection Agency (EPA) has established a guidance program to inform state government and local school officials of the potential health hazards

associated with asbestos. Also participating in the EPA program are the Department of Health, Education and Welfare, the Occupational Safety and Health Administration, and the Consumer Product Safety Commission.

In Pennsylvania, the Bureau of Occupational Health in the Department of Environmental Resources is cooperating with the regional EPA office to test loose asbestos coverings in schools. According to the Bureau's latest figures, testing has already been completed in 319 schools and a little more than half had potentially hazardous materials present.

(Source material for this article is the EPA publication "Asbestos-Containing Materials in School Buildings.")

Workfare

Criticism and praise accompany any controversial issue, and the latest proposal to put welfare recipients to work is no exception. Called workfare, the program is currently under scrutiny by the state Legislature, the Departments of Public Welfare and Labor and Industry, the Pennsylvania Welfare Rights Organization, as well as various county boards of assistance and concerned citizens.

The concept of workfare is simple: employable welfare recipients earn their checks. These individuals would work for state and local governments or nonprofit organizations, at the local prevailing wage, for the number of hours per week needed to pay back their monthly allotment.

Pennsylvania has had two workfare-type programs in its recent history. The Relief Work Project (RWP), established in 1939, assigned employable welfare recipients to public work. Their compensation, at the prevailing wage, equaled the amount of their monthly check. Work sponsors were

required to provide protective apparel, if necessary; transportation for workers living more than 2½ miles from the site of employment; and Workman's Compensation coverage.

Although RWP remained intact for 23 years, it was not very successful, due to a lack of sponsors. In 1962, RWP was replaced by the Community Work and Training Program (CWT). This new program carried the same sponsor's requirements that RWP did, plus a \$10 monthly stipend for each worker. CWT experienced the same difficulty securing sponsors, and the program folded in 1968.

Presently, other states are experimenting with welfare reform plans. Utah and Minnesota have programs patterned on workfare. New Jersey, where the city of Bordentown was recently the center of national attention for its workfare plan, is considering a similar proposal for the entire state.

In Pennsylvania, the pending workfare

legislation is House Bill 633, which proposes amendments to the state's Public Welfare Code. The changes would affect approximately 80,000 employable recipients on the state's General Assistance program.

Both advocates and adversaries are concerned about some of the practical aspects of the program, such as costs of implementation, administration and supervision of any such program, and availability of jobs. Some opponents feel the program could cost more than the value of the labor. The Pennsylvania Welfare Rights Organization is opposed to workfare because it provides low wages and no provision for training.

Proponents of the plan feel that workfare could restore the pride of jobless welfare recipients. The Department of Pubic Welfare feels that the goals of the workfare program are laudable, but the current legislation is too nebulous.



Coal Development in Pennsylvania

Pennsylvania has tremendous reserves of both anthracite and bituminous coal estimated to be in the billions of tons. In view of our increasing energy needs and the raging controversy over nuclear power, the development of these coal resources is a significant issue of social, industrial, environmental, and economic consequence.

The Commonwealth's coal mining history is one of both good and bad aspects. Pennsylvania's coal resources have been sought for decades, especially during the period of accelerated industrial growth immediately following the Civil War. Unfortunately, the most intensive coal production period occurred at a time when the country's environmental consciousness had not yet been raised. As a result,. Pennsylvania's landscape is badly scarred by previous mining activities.

Future use of Pennsylvania's coal resources is, of course, contingent upon future demand. The primary market in the state for coal is the electric utility industry, with 76% of the existing plants being coal generated. The construction of new coalfired plants is an uncertainty because of increased emphasis on oil.

Another major factor affecting the

development of Pennsylvania's coal resources is the environmental regulations governing air pollution. When coal is burned, the sulfur content released into the air exceeds environmental standards. Most of the state's bituminous coal reserves have a moderate to high sulfur content, while the anthracite deposits are relatively low in

Additional elements that affect upon increased coal utilization are the availability of capital and an adequate labor force. Deep mining, which involves the subsurface removal of coal, requires more capital and a larger work force than strip mining, where reserves are close to the ground surface.

The major deep minable bituminous field is in the western part of the state, and includes the counties of Washington, Greene, Armstrong, Cambria, Clearfield, Fayette, Indiana and Somerset. Strip mine reserves are located primarily in Butler, Clarion, Clearfield, Washington, Armstrong, and Somerset counties. The only substantial quantity of anthracite coal is located in Schuylkill county.

Pennsylvania's future in coal development will also be influenced by national markets and governmental policies. There is every indication that, in the area of coal resource advancement, Pennsylvania has the potential to make vital contributions.



Once Upon A Classic

In the 1840s, millions of readers on both sides of the Atlantic breathlessly awaited each weekly installment of Dickens' "The Old Curiosity Shop" and pondered the fate of Little Nell. The bond between writer and reader was so tight that weekly sales of Dickens' magazine Master Humphrey's Clock rose to 100,000. American audiences now can share in the plight of the old dealer in curiosities and his granddaughter, the endearing Little Nell, in the television version of "The Old Curiosity Shop," to be presented on public television's award-winning Once Upon A Classic series in 10 half-hour episodes beginning Saturday, October 6 on most PPTN member stations (check local listings).

Once Upon A Classic is presented on PBS by WQED/Pittsburgh with a grant from McDonald's Local Restaurants Association. It is hosted by Bill Rixby

The idea for "The Old Curiosity Shop" came to Dickens when he was visiting with a fellow writer, Walter Savage Landor, at Bath. At this meeting, Little Nell was created. But Dickens had been inspired all of his life by children — whether poor, innocent, street urchins or chimney sweeps — Dickens loved them all. And London in the 1830s and 1840s victimized them with its widespread unemployment and discontent, culminating in the Chartist riots in 1839 and great strikes in 1842 when industry came to a halt. Dickens recreated these unfortunate children in his novels and the Victorian Age became synonymous with Oliver Twist, David Copperfield and Little Nell.

Many observers of the time recall the charming relationships Dickens had with children. One says: "No one could have dined, or walked, or spent a



Young British actress Natalie Ogle portrays Nell, the hopeful young girl seeking refuge from the wicked city on Once Upon A Classic.

day, or traveled on the railway, or casually met....with Dickens, without noticing the absorbing passion he had for children of all ages."

One of Dickens' sons has told how the novelist once fed and educated a boy-sweep, a waif of the streets, and afterward fitted him out for a decent and successful life in New South Wales. Dickens was sensitive to suffering in children. Even when his own homelife was breaking up, he established a children's hospital in London. In the character of Little Nell, Dickens offers a deep pathos.

Station to Station

WLVT/Allentown has two new local series underway that are now in Fall production. One, entitled The Ageless Auto, traces the history of antique cars from the 1890's and features many onlocation remotes at antique carfests around Pennsylvania. The other, Specialty of the House is a series on food, wines, and other goodies, but it's not just another cooking show!...Beginning in October, WITF/Hershey launches a "TV IS FOR LEARNING" Graphics Expo. Students in member schools will be given an opportunity to create art for television. The Expo is designed to offer students in grades K to 12 an opportunity to give form and substance to their creative ideas while heightening their awareness of the importance of television for learning and involving them directly in the use of television as a medium and an art form. Students entering will receive a "How To Kit," and winning entries will be used as on-air slides for station breaks and spot announcements...Children from the Kingsley Center and the Sacred Heart School were treated to the "Premiere" of Once Upon A Classic's "Old Curiosity Shop" in a special screening held at WQED/Pittsburgh on August 31 and E.G. Marshall will return to WQED's studios at the beginning of October to tape the introductions of The National Geographic's 1980 season. In August, Mr. Marshall taped the wrap-arounds to Connections, a WQED presentation which premiered September 30 also,

WQED will produce two live local specials in October, 13's Magic, a program about the world of magic and its continuing fascination and a Steeler special, with stars of the Steeler team, their wives, sportscasters and sportswriters, and much more...The week of November 16, Over Easy will tape twenty sessions at WHYY's 46th and Market Street studio. Taped before a live audience, host Hugh Downs will interview some local guests on shows dealing with sex and the older person, longevity, widow or widowerhood, heart problems, and looking to the future. Tickets are available by writing to: Sun Company, 100 Matsonford Road, Radnor, PA. 19087...WVIA's Outdoors With Bob has changed its name to Venture Out Doors. Host Bob Bertocki takes viewers outdoors on hunting and fishing trips every week...The week of October 8, WQLN is sending a crew up to Southern Ontario where there are WQLN viewers. They will be taping sporting events, cultural events, and other activities of the people who live in the Southern Ontario viewing area...Pat Kline is now the nightly host for WPSX's Weather/World. Ms. Kline joined the Weather/ World staff earlier this year as a reporter. She follows John Grant as anchor. Mr. Grant has moved on to host the new **Pennsylvania** series, but he will continue to serve as the executive producer for both Weather/World and Pennsylvania.

Penn State Football



Highlights of Penn State football are presented weekly by Jim Tarman (left), cohost, Joe Paterno (center), head coach for the Nittany Lìons, and Fran Fisher (right), cohost.

TV Quarterbacks began its fifteenth season of weekly Nittany Lions football analysis Wednesday, September 12 on PPTN member stations.

The series, produced by Penn State Television, features filmed highlights of each Saturday's game and expert analysis of key plays by head coach Joe Paterno and program cohosts Fran Fisher and Jim Tarman. Coach Paterno also answers questions received from viewers and talks about Penn State's next opponents.

TV Quarterbacks dates back to 1965 as Wednesday Quarterbacks with Rip Engle. The series continues to be produced live in the WPSX studio on Penn State's University Park campus, only a block away from Beaver Stadium where home games are played. Since its inception, TV Quarterbacks has undergone many changes as black and white equipment changed to color, and

as coaches, directors, television crews and sets changed.

But some things never change. This season, as in the past, viewers will have an opportunity to meet many of their favorite players in interviews with Fran Fisher as they comment, along with the coach, on highlights from the previous game.

Letters will also continue to be an important part of TV Quarterbacks for viewers. Letters for the weekly program can be sent to: TV Quarterbacks, Wagner Annex, University Park, PA 16802.

The series begins with a special pre-season program which introduces the Lions squad and looks ahead to the coming college football season. There will also be time for a review of the team's outstanding 1978 season.



The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

169 West Chocolate Ave. P.O. Box 397 Hershey, PA 17033



November 1979

a memo from the Pennsylvania Public Television Network

Pennsylvania: Town Meeting

When you tune in for **Pennsylvania** the last Friday of this month (November 30), you'll see something a bit different. In the 9:00 to 10:00 p.m. time slot, WQED/ Pittsburgh will present the first of a series of **Town Meeting** programs that will examine major statewide issues.

According to Hugh Downing, production coordinator and director for Pennsylvania: Town Meeting, the program is "under the umbrella" of Pennsylvania, but is a separate program in format and production responsibility. The Pennsylvania: Town Meeting programs will be produced by WQED and their Harrisburg Bureau. WQED will provide an anchor person and a central setting for each program.

All of the seven PPTN member stations

have the opportunity to participate in Pennsylvania: Town Meeting with a guest in their studios. The goal is one of citizens and experts meeting from across the state, brought together via television to view trigger material, followed by a live interconneted discussion. Each program will attempt to shed light on a complex issue while at the same time sharing the differing viewpoints held by people across the state.

This month's program will address the issue of energy as it affects Pennsylvania. Possible subjects to be considered in future programs include public education in the 80's, the state of the arts and culture in Pennsylvania, the minority view, and the economy.

WITF Move

The Board of Directors of the South Central Educational Broadcasting Council approved a budget and financing plan for the construction of a 46,000 square-foot public telecommunications center for WITF-TV/FM and voted to locate that new facility on a site made available by the Harrisburg Area Community College.

WITF must vacate their current facilities in the Hershey Community Center, where they have been located since WITF began operations in 1964. Last spring, the Center was bought from the Milton Hershey Foundation by Hershey Foods Corporation

The final site decision was made after a lengthy process involving the assessment of 16 separate sites within a 15-mile radius of WITF's transmitter on Blue Mountain.

The President and General Manager of WITF-TV/FM, Dr. Robert Larson, commented that the Board in making this decision was guided by one question to which their vote responded: "How can we best serve the citizens of our 11-county area through public broadcasting?" The Board heard presentations of the potential benefits which are possible to both the college and the stations and were told that the advantages accruing to each will be developed without risk to the independence or identity of either.

Accepting the recommendation of the Long-Range Planning Committee, the Board approved the size of the project, the budget and a financing plan. Of the \$4.5 million project cost, \$3.1 million is budgeted for building construction and site preparation with the balance budgeted for technical equipment, furnishings, professional fees, and financing costs.

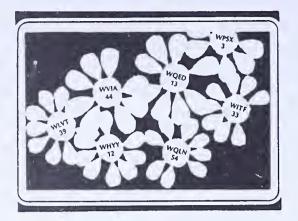
The financing plan, as outlined at the meeting and approved by the Finance Committee, identified several sources of funding for the new facility. A capital improvement fund, initiated several years ago in anticipation of the need for new facilities will be used to begin the project with major funding to be provided by a combination of a fund drive and bank financing.

House Presents Citation



The Pennsylvania House of Representatives recently presented PPTN with a citation in honor of the Network's ten years of service to the Commonwealth. From left to right: Rep. Harold F. Mowery, Jr.; Philip I. Berman, Chairman of the PPTN Commission; Rep. Rudolph Dininni; and Rep. David Sweet.

Station To Station



For those who could not be "on the scene" for Pope John Paul II's historic visit to Philadelphia on October 4, WHYY provided over 25 hours of coverage. Through their cameras, viewers witnessed the Pope's arrival, heard his speech at Logan Square, and followed his motorcade through the city. That night, a special WHYY Report featured anchor man Keith Humphrey plus videotaped inserts on why the Pope came to America, and background information on the Catholic church. The special brought an immediate response of over 100 calls from viewers... WITF was one of 19 public television stations to be honored with a PBS Development and Auction Award. The award, in the membership category, was presented to WITF (Michael Greenwald, Vice President of Development) whose viewing audience increased by 20% and whose members comprised 19% of TV viewing households in FY 1979..WLVT continues its extensive coverage of local candidates with 71/2 hours of November airtime devoted to City Council, School Boards, and Mayoralty races and Judgeships in Lehigh and Northampton Counties during the month. Programs are produced in cooperation with the Leagues of Women Voters of Allentown/Bethlehem/ Easton...WP\$X has completed work on The Quest For Food, a new five-part series on world food problems, scheduled for broadcast by WPSX and WQLN in November. The series is part of a credit course offered by The Pennsylvania State University Of The Air. Also from WPSX, their producers for What's In The News are preparing to screen letters from children around the country who submitted nominations for the annual "Person Of The Year" program to air in December. Each year, eight to ten children in intermediate grades are chosen to read their "Person Of The Year" paper on What's In the News...In November, WQED will make two all-day visits to communities, highlighting points of interest, schools, businesses and other aspects of the neighborhoods. "QED Days" will be a regular activity of WQED's Community Support Department. The Pittsburgh Marathon, sponsored by

"Pittsburgh Magazine" (division of Metropolitan Pittsburgh Public Broadcasting), was a rousing success. Over 1,500 runners from 10 states participated; approximately 1,200 ran the five mile course and 360 competed in the 26 mile, 385 yard marathon course... WQLN held a Fall Festival Membership Campaign during the last week in September which ended with a Festival Weekend. Friday evening kicked off the fun with a jazz night featuring amateur jazz bands from the area. On Saturday, there was a four-hour children's party, highlighted by a two-hour televised variety show hosted by WQED's own Mr. McFeely. On Saturday night, WQLN's grounds rang with the sounds of gospel music, followed by a disco contest, light show and dance. The weekend wound up on Sunday with a champagne breakfast complete with classics played by a string quartet, and a seven-hour bluegrass bonanza in the afternoon. All events, with the exception of the catered champagne breakfast, were free to the public. They were

carried live on WQLN-TV and many were simulcast on WQLN-FM. The weekend boosted WQLN's new and renewal membership dollars by 12% over last year's figures, and created plenty of goodwill for the station... Phone 44, WVIA's live nightly viewer call-in program, has added two new topics. Once a month, the program presents "Family Lawyer" with a total of four lawyers from the Luzerne and Lackawanna County Bar Associations. These lawyers answer viewers'questions concerning such things as estates, deeds, realty, and wills. The first program resulted in 90 phone calls, with 62 questions being answered. WVIA staffer Carol Nelson is the moderator. The second new topic is pets, which is also done once a month. These segments are moderated by Don Boswell, and feature area veterinarians and representatives from the Society for the Prevention of Cruelty to Animals. Pictures of dogs that are available from the Humane Shelter are also shown, for any dog-loving viewer who might want a canine companion.

Jane Fonda



Jane Fonda, scheduled for a November 12 telecast, (check local listings) is a onehour special profiling the famous actress/ activist from her early childhood through her anti-war activities of the 1960's and the filming of "Julia" and "Coming Home." Rounding out the documentary is a recent (September '79) interview with Jane by her father, Henry Fonda, in his home.

Utilizing home movies and old photographs, the Time-Life film recreates Jane's early life as the daughter of worldrenowned actor Henry Fonda. Through interviews, the documentary traces Jane's

development as an actress in late 1950's Hollywood movies and in a series of plays on Broadway.

Jane's first break with the domination of her father's reputation is also chronicled. She describes how she returned to Hollywood only when she was offered the part of a whore in "Walk on the Wild Side." "Here was a chance to not be the girl next door to be more than Henry Fonda's daughter. I played the part and loved it."

The film also traces Jane's life through her first marriage and the films "La Ronde" and "Barbarella" which made her a box office sex symbol in 1968.

Jane talks about her life in France, her travels to India, her work on behalf of the American Indians, and her growing interest in the anti-war activities of the late 1960's. She discusses the fundamental changes in her life that led to her marriage to activist Tom Hayden and her successful return to making Hollywood movies, including "Julia" and "Coming Home."

She is shown receiving an Oscar for "Klute" in 1972, on the campaign trail with her husband in his bid for election to the U.S. Senate from California, and talking with Ceasar Chavez about Hayden's Campaign for Economic Democracy.

At the conclusion of the documentary, Jane is interviewed by her father in his home. They discuss Jane's background, why she doesn't consider herself a liberal, the American dream, free enterprise, whether or not Jane sees herself as a traitor to America, the women's movement, political goals, and the "malling" of America.



PENNSYLVANIA

This is one of a series of the Pennsylvania Public Television Network print supplements exploring issues and topics of statewide concern. They are prepared by the PPTN Public Information Office in Hershey, Pennsylvania. These publications are designed to foster greater public understanding and involvement in state issues and are not intended to promote any particular point of view.

Six times a year, on the fourth Friday of the month, a live "town meeting" style program will be broadcast in place of, but as part of, the new PPTN series, **Pennsylvania: Town Meeting** will interconnect each of the seven PPTN stations in a debate among studio guests of a major issue in the Commonwealth.

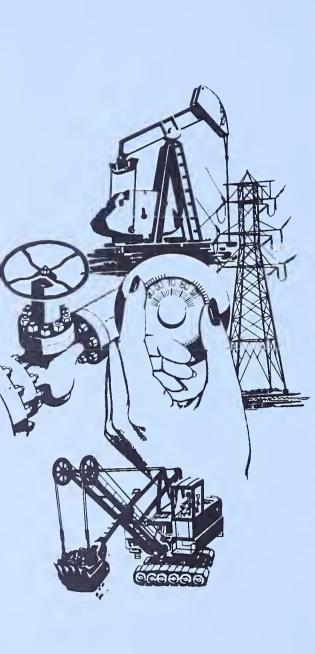
On Friday, November 30th, the debated issue will be energy. This edition of **Pennsylvania Report** takes a look at the present energy situation in the Commonwealth, what a few of the nation's experts have to say, and what some future energy consumers think about the energy crisis.

Not a day goes by without mention from the media about the complex subject of energy. When even the "experts" are at odds, it can be very difficult for the public to grasp an understanding of the overall situation. A recently released report from the Energy Project at the Harvard Business School places the various energy options in their historical and technological perspectives, as well as detailing their present status in the comprehensive picture. The following is a brief overview excerpted from the report, entitled "Energy Future," published by Random House, 1979.

NATIONAL OVERVIEW

There are four conventional sources of domestic energy: oil, natural gas, coal, and nuclear power. But all four are likely to deliver less energy than projections by their advocates would lead one to believe.

In the debate about oil, three main domestic oil "solutions" have been put forward as alternatives to imported petroleum: break up the industry, decontrol oil prices (and lease more land), and use unconventional technology. The first two are important and controversial political questions, affecting as they do the distribution of income and power in America. But the "solutions" have little to do with augmenting production. Whether the industry is or is not broken up, whether prices are or are not deregulated, the physical production of oil from conventional sources will continue to decline. At best, enhanced recovery and other unconventional means can help to keep domestic supplies flowing at current levels. To be sure, outside the United States new oil fields in Mexico and China are important and will augment world supplies, but, claims to the contrary, they are unlikely to make a substantial change in the world oil balance.



Natural gas, which accounts for over a quarter of America's energy needs, has also been entrapped in a great domestic debate: Should it continue to be regulated, with price based on cost of production, or should it be deregulated, with price based on value? As in the case of oil, the debate is about money and who gets it. But the distributional questions aside, the best that one can expect is that a deregulated price will enable natural gas production to remain at current levels.

A major goal of the Carter National Energy Plan has been to foster the substitution of domestically produced coal for imported oil. Given America's great coal reserves, the proposition appears feasible on paper, but in practice it probably is not. For coal to do what the Carter Administration wants it to do, a traditionally backward industry must be suddenly transformed into a modern, technologically advanced one. Potential users are reluctant to commit themselves to coal, especially because of the uncertainty about meeting environmental requirements. Coal's contribution, in the rest of this century, therefore, is likely to prove more limited than the Administration plans, although its importance is still likely to grow, particularly for utilities.

Nuclear power is the other conventional alternative in which high hopes are placed. Yet, the further development of nuclear power is stalemated by controversy that has passed beyond the boundaries of the technocratic community to become a substantive matter in the political process. It is too soon to assess the long-term consequences for the nuclear power industry of the nuclear accident at Harrisburg - except to say that it hardly improves the industry's prospects. Even without a Harrisburg, however, the problem of what to do with nuclear waste is so confused, and so far from politically acceptable resolution, that it could result in an absolute decline in the energy produced by nuclear power in the next decade. Moreover, one should remember how limited the potential of atomic power is under the most bullish of circumstances: If nuclear power capacity doubled in ten years, it would still be providing less than 7 percent of Amerca's total energy.

In short, there is little reason to expect conventional alternatives to make a sizable contribution to reducing our dependence on imported oil. These energy sources — domestic oil and gas, coal, and nuclear power — as a group can increase their contribution to cover, at most, one third to one half of the nation's additional energy needs over the next decade.

On the other hand, the unconventional alternatives, which tend to be played down, can make a much greater contribution than is normally assumed. The unconventional as well as the conventional alternatives should be given a fair chance. To date, they have not received anything like that. According to one estimate, conventional energy sources have received more than \$120 billion in incentives and subsidies, while the

unconventional sources have received virtually nothing by comparison. And some subsidies for producers continue, while subsidies for consumers to use conventional energy sources run into tens of billions of dollars yearly because of controls that keep prices far below replacement costs.

A major reason for the imbalance between conventional and unconventional sources since 1973 has been the persistent acceptance by policymakers and the media of misleading conclusions drawn from prominent econometric and technological models. Our work has convinced us that while such models can be valuable, they have been accepted too uncritically. Such models are abstractions and, therefore, simplifications of reality. Too often, the assumptions that govern the models are overlooked. Indeed, we believe that unexamined technicalism has helped to create some of the impasses and stalemates in U.S. energy policy. Decisions about energy issues ignite intense bargaining and competition for resources, raise major distributive questions, and threaten strongly held values. The world of human institutions in which the real choices have and will be made is in fact a world of power and politics, one not easily captured in mathematical models. Indeed, without acknowledging the genuine distributional problems, and without looking for ways to mediate conflict among competing groups, stalemate, not coherent energy policies, will persist.

Among the unconventional sources of energy, conservation presents itself as the most immediate opportunity. It should be regarded as a largely untapped source of energy. Indeed, conservation - not coal or nuclear energy - is the major alternative to imported oil. It could perhaps "supply" up to 40 percent of America's current energy usage, although we do not predict that it will. Moreover, the evidence suggests that there is much greater flexibility between energy use and economic growth than is generally assumed, and that a conservation strategy could actually spur growth. Conservation does not require technological breakthroughs. But it has been difficult to tap, because a consistent set of signals price, incentives, and regulations - is not in place. Moreover, the decentralized character of energy consumption means that decisions to conserve, unlike decisions to produce energy, have to be made by millions and millions of often poorly informed people.

The range of energy possibilities grouped under the heading "solar" could meet one fifth of U.S. energy needs within two decades. Like conservation, solar energy faces a problem of decentralized decision-making. Moreover, the most promising near-term solar energy applications, which use existing, relatively simple technologies, are receiving less support than the more uncertain, more distant high-technology solar applications. Low-technology solar energy can make a significant contribution, but like conservation, it needs a more consistent framework of price, incentive, and regulation.

THE ENERGY SITUATION IN PENNSYLVANIA

Pennsylvania's "energy future" is a complex issue involving many elements. On the governmental level, one of the agencies most concerned is the Governor's Energy Council, which issued the following statement about the present energy situation in Pennsylvania.

In the words of Governor Dick Thornburgh, the energy problem is "the greatest failure of the seventies and the greatest challenge of the eighties."

In a recent address to a joint session of the Pennsylvania General Assembly, the Governor summarized Pennsylvania's energy future this way:

No issue has consumed more of my time as Governor than this one. No problem has provoked as great a variety as this one.

And no challenge looms larger as the legacy of the seventies than this one.

I'm convinced that our society, as we know it, will not survive in the eighties, if we fail to come to terms with the limits that nature has forced us, at least, to consider.

I'm also convinced it would be foolish of us to depend on Washington Bureaucrats for deliverance from the prospect of energy starvation in Pennsylvania.

As the site of the worst nuclear accident in the history of commerical generation; as one of the largest potential producers of coal in our country; as one of the nation's earliest producers of domestic oil, and as a uniquely diverse region of farmers, merchant and manufacturers...we have an opportunity, perhaps even an obligation, to chart our own energy course for the coming decade.

We have an opportunity, perhaps even an obligation, to light the path to an energy future that is safe, efficient, and as dependable as the rising of the morning sun.

Much of the responsibility of meeting that challenge lies with the Governor's Energy Council, whose chairman is Lt. Governor William W. Scranton, III.

The Executive Order creating the Governor's Energy Council lists as a major responsibility the development of a Comprehensive Energy Policy for the Commonwealth. That plan is very much in progress. The council's work has given a broader picture than ever before of those things that can and should be done in pursuit of energy diversification in Pennsylvania.

As a prelude to that plan, the Governor has already recommended a number of actions. Among them is the establishment of a Pennsylvania Energy Development Authority. P.E.D.A. would provide the missing ingredient in the state's efforts to develop such alternatives as coal liquefaction and gasification, hydro-electric power, gas from urban waste, solar energy and various other conservation measures, on a larger scale than ever before attempted.

This authority would function as an umbrella for various forms of financial and technical assistance to public and private organizations seeking answers to energy needs. It would have the potential of pushing Pennsylvania ahead of other states in the same way the Pennsylvania Industrial Development Authority is doing now in the area of economic development.

Noting the time has come for at least a modest step by the Commonwealth in the encouragement of solar energy, the Governor has also recommended the enactment of a sales tax exemption on solar equipment and wood-burning stoves.

In another area, the Governor has called for the reform of construction and building rehabilitation codes to meet conservation needs and to bring Pennsylvania into conformity with federal thermal and lighting efficiency standards.

Such a step will prevent the loss of vital federal funds. But more importantly, it will aid in the development of that source of energy that seems most immediately promising and least costly at this time — the preservation of existing fuel for future use. These ideas are only the beginning. Other actions will have to be undertaken to meet the energy challenge of the eighties. Other questions must be addressed.

What is the future of nuclear power? The

Governor has said that in the absence of a clear national consensus he will not ban it from Pennsylvania at this time. But he will demand that all necessary safeguards be applied to its use. He would like to follow an energy course that could make reliance on the nuclear alternative unnecessary in the state for all time.

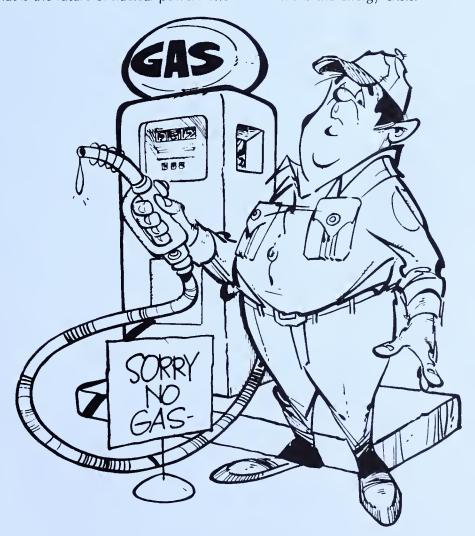
What role will coal play in Pennsylvania's energy future? The Governor has directed the planning of a year-end "Governor's Coal Conference." Its goal is to seek a specific agenda for promoting the development and use of this resource — while minimizing its problems.

In developing a strategy for Pennsylvania to adopt in defeating the energy crisis, the philosophy of Lt. Gov. Scranton is important.

There is sufficient energy in the world today, he said. That is not to say it is easily available. That is not to say it is cheap.

We are not running out of it. We are merely running out of traditional ways of getting energy. We are finding ourselves faced with the necessity of making a very abrupt and very rapid transition to new and alternate ways of using energy.

This is the energy crisis.



COMMENTS FROM TOMORROW'S CONSUMERS

Since today's children are tomorrow's consumers, they have much at stake in the current energy crisis and its impact for the coming decades. Their perspectives may oversimplify a very complex issue, but as the following collection of essays indicates, they are concerned and can even offer a few suggestions on how to conserve energy.

The energy crisis was caused by too much people using energy. I think people should stop using so much energy. If we could stop using so much energy maybe the prices would go down.

The energy crisis effect me because sometimes in the winter my house is colder than it usually is. And in school it is cold too sometimes.

I could put up signs telling people to stop using so much energy. When people come to work I could put letters on their desks. And I could put signs on store windows.

> David Goldberg 4th Grade

Every Body leaving lights on and using gas when they do not need it. The kids will not have any energy when we grow up.

We had to sit in a line at a gas station at the shore, and it was tiring some.

Stop! using so much fuel, and use a fire place, and keep your thermostat down.

Anne Arnold 4th Grade People of North America have been using more energy than we need and finally we're paying for it, I mean really. Now we're paying enough and when an elementary kid like me grows up they're going to be higher.

My family is a traveling family and it took longer than we thought to get to Canada. My parents complain and I'm sick of it. I think Carter should try to do something about it.

Not very much can be done about it though. People are just going to learn to live with it. I mean we can start one we can end one.

People that build houses can put in fireplaces but they start fires and can burn up more money than you have. It's not fair to kids because we don't use as much as adults. They drive we don't, they use coal for barbecue we don't, they stay up late we don't. Yet kids have to pay for it and it's not fair. I wish someone would do something about it.

Stephanie Backman 4th Grade Our energy crisis started when people were using too much electricity. We have to start getting some ideas of how to stop it or us kids won't have any energy when we grow up.

Over the summer our family had to cancel three of our vacations because we could not afford gas, it's happened to a lot of kids I know. Not everyone can be rich, so with gas as high as it is soon no one is going to be able to afford gas.

My dad invented a game. When ever we go out somewhere whoever turns off the most lights get a point. Whoever gets the most points at the end of the week gets a prize.

Soon we will have to stop this energy crisis one way or another. Help us fight this energy crisis!

Heather Olsen 4th Grade

I think people caused the energy crisis because they used it greedily and they did not think what would happen later in the years

In the future I wouldn't be able to drive a car or something and that wouldn't be nice. You wouldn't be able to use air conditioner or use the heater.

Something that can be done is don't use a car, air conditioner or use the heater nearly as much. Walk more, jog and things like that to get places. Maybe even rollerskate. Turn off lights when not in use. Open windows, put on sweaters, do things like that.

Sharon Knurr 4th Grade

The one terrible thing in the world is the energy crisis. Who started this crisis? The real answer is Human Beings. If the humans started it don't you think they can stop it?

The energy crisis has effected many people in many ways.

The way we can stop this is by using smaller cars, turn off lights, television, make sure if you have a gas stove to turn off gas, etc. Use it wisely and it will come in handy, if you don't use it wisely and it won't.

Travis Buffington 4th Grade



Under This Sky



Collin Wilcox-Paxton plays Susan B. Anthony (L) and Irene Worth is Elizabeth Cady Stanton (R) in Under This Sky: Elizabeth Cady Stanton in Kansas.

Irene Worth is Elizabeth Cady Stanton, the dynamic woman who "forged the thunderbolts" of the nineteenth century women's rights movement, and Collin Wilcox-Paxton plays Susan B. Anthony, Stanton's friend and co-agitator in Under This Sky: Elizabeth Cady Stanton in

Kansas, Wednesday, November 7 on most PPTN member stations (check local listings).

In **Under This Sky**, Stanton and Anthony barnstorm the Kansas countryside, drumming up support for women's rights when women's suffrage was an issue on the Kansas state ballot in 1867. Stanton and Anthony had been abandoned by many of their friends and political allies, and decided to go it alone. Their decision — a radical one — eventually put them "into league with the devil himself," the eccentric reformer, George Francis Train.

"If only everything could begin here," Stanton says when she and Anthony reach the Kansas prairie. "Men and women starting all over, free from history and myth and religious rigamarole. It ought to be possible under this sky." The reality Stanton and Anthony find in Kansas is a harsh one, a long way from the polite political debates of Eastern parlors. They cover long distances, on meager funds, and sometimes go hungry. But their radical decision to go it alone — women for women — puts the women's rights movement on the political map. It becomes a force to be reckoned with.

Under This Sky is the pilot program in The Stanton Project, a series of original dramas on the lives of Great American women. The project includes films on labor organizer Mother Jones, Transcendentalist thinker and journalist Margaret Fuller, feminist economist Charlotte Perkins Gilman and others.

"Pennsylvania" Kick-Off Celebration



A kick-off celebration for the new PPTN weekly series **Pennsylvania** was held prior to the premiere of the program. Mike Greenwald, WITF's vice-president for development is seen talking with Bern Sharfman from the *Harrisburg Patriot News* and John Scotzin from the *Harrisburg Evening News*. **Pennsylvania** can be seen each Friday night at 9:00 p.m. on the seven member stations of PPTN. The series provides live, interconnected discussions on timely topics of statewide concern, features on community happenings around the state, a report on major developments in state government, and a weekend weather forecast.

Remarks On TMI

The following testimony was presented by H. Sheldon Parker, Jr., PPTN General Manager, representing the Network before the House Select Committee on Three Mile Island on September 21, 1979. This testimony was compiled with the assistance of Larry J. Messenger, PPTN Director of Technical Operations.

The Pennsylvania Public Television Network Commission is an independent commission of the Commonwealth, created by Act 329 of the General Assembly of 1968. As a part of its duties, PPTN operates a television distribution system which interconnects the seven public television stations in Pennsylvania through the PPTN operations center in Hershey. Under the Commonwealth disaster operations plan, PPTN is charged with the responsibility to broadcast instructions and information as directed by the emergency management agency and to broadcast information as requested by other Commonwealth agencies.

Throughout its short history, PPTN has actively and aggressively pursued its duty of supplying information to the public. During the Harrisburg floods of 1972 and 1974, and the flooding caused by Hurricane Eloise in

1975, we provided information dealing with immediate relief and recovery. We continued this tradition of service during the incident at Three Mile Island.

We note that, despite the many emergency communications systems available to it, the Commonwealth made the wise decision of utilizing all media, including public and commercial radio and television and the press, for the dissemination of instructions and information to the public. We believe this decision was correct because it contributed to maintaining the calm of a concerned populace. We believe the response of the Pennsylvania media during the crisis was outstanding and are proud of the role assumed by PPTN and its member stations.

During TMI, PPTN responded to requests by the Governor, the Lieutenant Governor and other responsible State officials to provide distribution services for official announcements and information. In addition, PPTN and its member stations developed and distributed other information services including the broadcast of NRC announcements, press conferences, and informative interviews and statements of responsible experts and officials. Included with your copy of these remarks are exhibits A and B, which detail the programming carried by PPTN and its

member stations. All PPTN services were made available not only to PPTN member stations, but to all stations in the Commonwealth — both radio and television — as well as to our counterpart organizations nationally and internationally.

PPTN is unique in that it operates the only television distribution system which affords instantaneous access to the entire state - and can provide that access from any of seven regional points in the State. In times of public concern, PPTN, as an ongoing policy, offers appropriate programming to all Pennsylvania broadcast stations, either through arrangements directly with PPTN or through cooperative agreements between individual public television stations and their local commercial colleagues. One such cooperative arrangement was that with WITF, one of our fine PPTN members, and the Harrisburg area stations, designed to keep those broadcasters operating in the event that an evacuation would have become necessary. You're going to hear more about this cooperative effort shortly.

PPTN has a comprehensive operational disaster plan of many years standing. The plan covers a wide variety of circumstances ranging from a partial loss of the interconnection system to the partial or complete destruction of the operating

center or a member station. We must admit. however, that before March 29 we did not envision the possibility of a mass evacuation of a large area of the State. Even though there was not a contingency evacuation plan on hand, one was developed and hardware modifications made to assure the continuing flow of information to Pennsylvania's citizens wherever their new, temporary homes may have been. The contingency plan covers a variety of evacuation circumstances, including the area to be cleared, the vicinity of dispersement, the continuation or loss of utility services in critical areas, and maintaining contact with news sources. The plan contemplates rapid establishment of auxiliary network control and sub-control points, and the utilization of a broad selection of technologies ranging from twoway radio and the ordinary telephone, through conventional terrestrial distribution systems, to the use of communications satellites.

We believe that the information services to the public, provided by PPTN and other media representatives, were excellent. We do however, feel that there are situations which hampered our efforts, and those of others, to provide that service. To improve the flow of news in the event of a circumstance of similar consequence, whether here or in another part of the Commonwealth, we hope that you feel the following suggestions are worthy of your attention:

First, we recommend the establishment or designation of an agency which can provide advice to those entities offering official information regarding the most efficient means of distribution. For example, during the TMI crisis, PPTN would have carried NRC briefings live, as it did those of the Governor, if it had been possible to do so. However, the site selected for those briefings, the Middletown Boro Hall, had no access to television facilities. Thus, while

there was extensive live radio coverage, television coverage - even during the first crucial days - was significantly delayed to allow recordings to be rushed to the nearest transmission point and assembled for broadcast. Simply by moving the site selected for the briefing less than ten miles for example, to the Capitol or to the Hershey theater — immediate, live coverage would have been possible. We have no desire to minimize the very important role which was played by radio during TMI, but we must bear in mind that, in instances where official emergency procedures have not been effected, a significant portion of the population will continue to look to television as their news medium.

Second, we recommend the establishment or designation of an agency to identify and coordinate the use of available transmission facilities. Television transmission facilities are limited throughout the Commonwealth, both in location and in the number of facilities existing. During the TMI crisis, despite the addition of temporary facilities by Pennsylvania Bell and AT&T, stations were forced to share facilities. This sharing was accomplished through a cooperative effort by Bell, AT&T, and the sharing stations. Often these sharing agreements were immediate and ad hoc. Often the agreements included the sharing of program material as well as facilities. However, despite the commendable and extraordinary effort of Bell and AT&T, and despite the high degree of cooperation between users, arrangements were frequently timeconsuming and sometimes less than satisfactory. An entity, knowledgeable of existing facilites, alternate facilities, and the routing structure, could provide the ability to aggregate user needs and coordinate those needs with facility providers.

Third, we recommend the installation of a permanent television transmission facility from the Capitol Complex — the Main

Capitol, PEMA headquarters, or both - to the PPTN operating center. As we have noted previously, PPTN is the only television transmission system capable of providing immediate statewide broadcast access; but, in order to afford this access at the present time, programs must originate from a station which is part of the PPTN system. Origination from locations other than station studios must undergo a complex and time-consuming routing, usually provided by Pennsylvania Bell and AT&T, before reaching a point where it may enter the PPTN system. For example, the Governor's briefing of March 30 on the subject of evacuation plans was routed from the Capitol to Bell, Harrisburg; then to AT&T, Harrisburg; from there to AT&T, Pittsburgh; to Bell, Pittsburgh; and finally to WQED, Pittsburgh, where it could enter the PPTN system. Approximately one and onehalf hours notice of the briefing was simply insufficient to allow time for the establishment of the picture circuits. The major portion of that live briefing was sound only. A permanent facility, linking the Capitol and PPTN, would circumvent this complexity. Since PPTN bases a camera unit in the Capitol, immediate access to the statewide distribution network would be possible if a properly maintained facility were present. The cooperative agreements between stations which we discussed earlier would then allow full public and commercial broadcast throughout the State.

Ladies and gentlemen, we are grateful for having had this opportunity to appear before you to express our views. Many of us at PPTN are residents in the Harrisburg area and know firsthand the concerns of that traumatic time; we applaud and support your efforts to provide safeguards against future crises and offer our continued assistance. We will be happy to receive your questions.

*WITF's Executive Vice President, Mike Ziegler, presented testimony on behalf of WITF/Hershey.



The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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a memo from the Pennsylvania Public Television Network

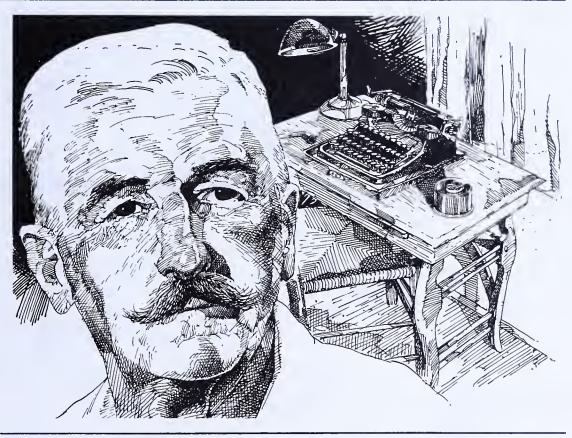
A Life On Paper

Narrated by Raymond Burr, William Faulkner: A Life on Paper is a two-hour film documentary about the Nobel Prize-winning author and is scheduled to air on most PPTN member stations Monday, December 17 (check local lictions)

(check local listings).

William Faulkner: A Life on Paper, a production of the Mississippi Center for Educational Television, is an examination of Faulkner's life, work and inspirations. The documentary, funded by the National Endowment for the Humanities, examines Faulkner through filmed excerpts of his works, the individuals who played major roles in his life and career and detailed accounts of his life, from his birth in New Albany, Miss., through his growing up in Oxford, Miss., to his professional stints in Europe, New York and Hollywood to his death in 1962.

The documentary, according to producer Walt Lowe, is about "a life on paper, because that's where Faulkner lived his fullest."



Open Learning Programs Explored

Local educators and public television station WITF explored ways they can work together to provide opportunities for adults to learn at home through the development of "open learning" programs in central Pennsylvania. The group met on October 11 at the Hotel Hershey.

WITF brought together the presidents and academic deans of area colleges and universities to meet with national educators experienced in the open learning concept and the use of telecourses.

Dr. Herman Niebuhr, Jr., Associate Vice President for Planning at Temple University in Philadelphia, discussed how changes in society are creating a need for colleges and universities to work with public television stations and the community to provide continuing educational opportunities for adults. Reports of recent studies indicate there is a definite desire on the part of many adults to continue to learn, but because of the demands of jobs and families, they want to be able to learn at home and at their own pace. Telecourses can make this possible.

Dr. Joseph I. Lipson, Director of the Education Division at the National Science Foundation in Washington, D.C., discussed the open learning concept he developed for the University of the Mid-Atlantic and NOVA University in Florida.

David A. Brownell, Dean of Administrative Services, Coastline Community College, Fountain Valley, California, discussed developing a television system for all age groups.

Dr. Gilmore B. Seavers, President of Shippensburg State College and a member of WITF's Board of Directors, moderated the question and answer session and summed up the day's discussions.

December 1979

WITF-TV and three area colleges offer several telecourses for the public. Gettysburg College and Harrisburg Area Community College are conducting programs based on **The Long Search**, the 13-part series exploring the major religions of the world; HACC is also offering a 3-credit telecourse based on selected programs from three prime-time music/drama series, **Great Performances**, **Live From Lincoln Center** and **Live From the Met**. Messiah College is offering a telecourse based on the new 10-part science series, **Connections** that dramatically examines the relationship between technology and human values.



December Specials Air During Pledge Week

In one short nine-day period, public television stations will offer specials on everything musical from bluegrass to Ella Fitzgerald and from Louis Armstrong and Fred Waring to "Carmen." And there's more than music. Science and political documentaries plus championship skating are also to be featured in this special programming event.

From December 1-9, PPTN member stations will demonstrate once again the versatility of public television by presenting all this variety in one nine-day package. This outpouring of programs is part of a public awareness and fundraising effort coordinated nationally by the Public Proceedings Services (RPS) *

Broadcasting Service (PBS).*

Musical specials will open and close the package, and from the first wail of a bluegrass banjo to the last sigh of an Ella Fitzgerald rendition, every musical taste will get something to savor.

The **Bluegrass Spectacular** brings together some of the most proficient pickers from this very special branch of country music. Host Tom T. Hall traces the roots of bluegrass and its progression through the decades to a new national prominence.

Choral music is shown at its very best by one of the masters on **The Fred Waring Show:** All About Love. This energetic music man leads his Young Pennsylvanians through classic tunes, contemporary hits, movie and Broadway themes, country and patriotic selections. Fred Waring and his group demonstrate how far musical versatility can be stretched when you're doing what you like best, which for them is performing for a live, enthusiastic crowd at the Hershey Theater in Hershey, Pa.

America's love affair with its favorite musicians is amply demonstrated in a special retrospective look at the man we knew as **Satchmo.** This program chronicles his life from the early days in New Orleans to his last appearance at the Newport Jazz Festival in 1970.

Another great American musical artist hosts her own special on **The Ella Fitzgerald**



Fred Waring and his Young Pennsylvanians will be seen on public television during "December Pledge Week".

Songbook: A Soundstage Special. The lady known reverently as "La Fitzgerald" leads her adoring audience through the cream of her remarkable repertoire, from Gershwin to Cole Porter to Burt Bacharach.

The **Great Performances** series contributes a stunning production with Franco Zeffirelli's staging of "Carmen."

And if these new musical extravaganzas aren't enough to sate the appetite, December's programming plethora includes some old favorites. James Cagney and Doris Day burn up the celluloid in the 1955 MGM hit "Love Me Or Leave Me."

There are also special reprises of two other MGM classics, "High Society" and "Singin' In The Rain," as well as last spring's immensely successful **American Pop**, with Tony Bennett hosting four hours of durable American popular hits from the 50's to the 70's.

For those viewers more inclined toward athletic grace, **An Evening of Championship**

Skating should provide ample satisfaction. The program demonstrates the range of balletic and athletic artistry achieved in today's figure skating.

As usual, documentaries form an important part of the special programming schedule. Jacques Cousteau takes an intriguing look at "The Nile" and man's impact upon the world's longest river in a two-part documentary opening the third season of **The Cousteau Odyssey.** The African terrain is also the background for a study of the strange looking but ecologically important wildebeest, an animal whose annual 3,000-mile migration has significant effects upon the cycle of wildlife, in **Year of the Wildebeest.**

Speaking of strange looking, imagine what people must have envisioned in the 1930's and 1940's when they listened to the original broadcasts of **The Great Radio Comedians**. With the help of some of the original participants and a healthy dash of slides and tapes, television viewers of the 70's are transported back to the Golden age of Jack Benny, Fibber McGee and Molly, Fred Allen, George Burns and Gracie Allen, Edgar Bergen and Charlie McCarthy and many others who warmed America's hearts in those thrilling days of yesteryear.

Rounding out the December schedule are episodes of many of public television's favorite series. Masterpiece Theatre presents the concluding episode of "Love for Lydia." The Dick Cavett Show brings together special guests for this programming effort. Nova, Washington Week in Review and Wall Street Week all present their timely stories at their regular times. And the new and highly acclaimed series Connections offers another fascinating explanation of the links between some of man's greatest discoveries.

Whatever you're looking for in early December, the odds are good that you'll like the looks of what you find on public television.

*WPSX/University Park does not participate in the fundraising effort.



During "December Pledge Week," PBS offers many special programs. Because PPTN member stations want to offer the entire schedule to their viewing audiences throughout the Commonwealth, there will be no regular broadcast of **Pennsylvania** in the 9:00 p.m. to 10:00 p.m. time slot on Friday, December 7. The weekly series will return at its regularly scheduled time on Friday, December 14.

WEATHER/WORLD YEWSLETTER

HLIGHTS OF RECENT REPORTS ON NN STATE TELEVISION'S

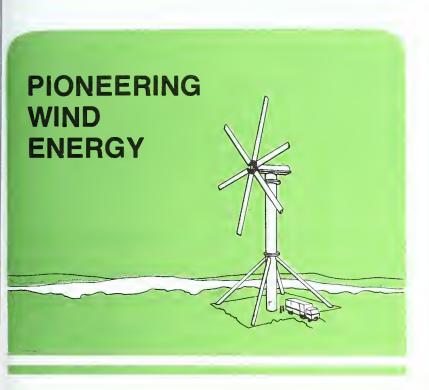
JEATHER / WORLD

WEEKNIGHTS AT 6:00 P.M.

WEATHER/WORLD Newsletter is funded in part by a grant from the Pennsylvania Public Television Network.

I. 2, No. 1

Fall 1979



Adapted from a two-part report by WEATHER/WORLD producer Stephanie Zarpas, broadcast September 19 and 20, 1979.

Amusement parks are filled with machines that are moving in circles; but at Dorney Park near Allentown, Pennsylvania, the machine which rises above the rest is not a ride. It is a 225-kilowatt windmill, made by the Merkham Energy Development Company of Hamburg, Pennsylvania.

Amusement park owner Bob Plarr expects that the wind turbine, which was built with private funds, will provide 15 to 20 percent of the electricity used by the park. In addition to saving money by using the windmill, Plarr feels that as a non-necessity user of power, the park should set an example by using wind energy.

The Dorney Park project has helped the general public to see wind power in action and has brought attention to Terry Merkham's wind turbines. In 1973 Merkham gave up his chemical manufacturing business to devote his time to the development of wind energy. By 1976 he had sold his first commercial turbine, a 10-kilowatt unit, to a local couple. Today, with his wife Helena and six employees, he is filling orders for customers like the Pennsylvania Power and Light Company, the United States Department of Energy, and Rockwell International. Like many others, these

agencies have been attracted by Merkham's engineering innovations, which enable him to produce a simpler, more efficient, and less expensive turbine than his competitors.

According to Merkham, utilities will probably dominate largescale usage of wind because they are equipped to control and maintain the turbines. Utilities in the Commonwealth have already demonstrated a great deal of interest in wind power. While Pennsylvania's wind regime is average, some areas near Lake Erie and in the mountains are noted to be very windy, and utilities are exploring the potential of wind farms in these locations for production of large amounts of electricity.

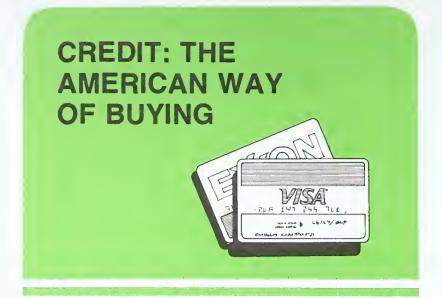
The Pennsylvania Power and Light Company has installed one of Merkham's 45-kilowatt units at a substation near Hazleton to test the parameters of the windmill. It has been discovered that not only can windmills and turbines work in Pennsylvania, but also they can be interfaced without any harm to the utility system. In this way, the windmill can actually feed power back into the utility grid.

Another first for wind energy is the Metals Engineering Company in Leesport, Pennsylvania, which is thought to be the first manufacturing concern in the nation to employ wind power. Their turbine is 100 feet high, with a six-bladed propeller that is 120 feet in diameter. Nearly ten times the size of the Dorney Park windmill, the Leesport turbine is capable of generating 2,000 kilowatts of electricity. It equals in size the nation's largest turbine recently built by General Electric to provide power for homes in Boone, North Carolina, an area with high wind velocity.

For the present, however, Merkham sees individuals and farmers as the best users of windmills, if there is sufficient land on which to position the turbine and the location is windy enough to generate energy efficiently. Minimal winds (below 9 miles per hour on the average) will not sustain a turbine; average wind speed in the Boone, North Carolina, test area is 13.5 miles per hour. An additional consideration in choosing wind power is the maintenance necessary for the equipment. The individual or farmer who is not mechanically inclined, according to Merkham, will not be able to keep the windmill functioning at a reasonable cost.

Merkham is already planning a 2-megawatt wind turbine for the Reading area, which is expected to deliver enough power for 50 to 100 electrically heated homes in an area where the wind speed is 10 miles per hour. An increase in speed of only 2 miles per hour could increase the service to 200 homes.

As an innovator and energy pioneer, Terry Merkham wants to see wind power take its place as an important part of alternative energy development. Through his work, Pennsylvanians are sharing in the exploration of this new energy source. Merkham's next big challenge is the development of a 10-megawatt turbine, still on the drawing board in Hamburg.



Adapted from a report by WEATHER/WORLD producer/host Pat Kline, broadcast October 16, 1979.

Are Americans becoming "credit-card junkies?"

There are more than 600 million credit cards in use in the United States, an average of 4.2 cards for each adult. Statistics indicate that spending habits have now placed consumers in debt for a total of one trillion dollars, twice the figure Americans faced just eight years ago. Consumers know that the government does not work on a balanced budget: if there is a national debt, then surely personal finances can work the same way. The result of this "buy-now-pay-later" philosophy is the so-called "chargeaholic," an average, middle-class consumer whose credit cards have gotten the best of him or her.

Throughout 1978 economists criticized consumers for spending habits that credited a 339-billion-dollar personal debt last year alone. When the realities of rising costs for food and fuel forced consumers to cut back on expenditures, the economy slowed and economists pointed to the threat of a recession. Yet inflation itself may make buying on credit a wise approach to money management.

For example, the consumer who has a mortgage loan in 1979 expects to pay the debt back with cheaper dollars. The home-buyer knows that the equity in the home is growing at a rate of 20 percent a year, while inflation may run from 8 to 14 percent annually. Home buying has, in fact, become a hedge on inflation despite the 12 and 13 percent interest rates. Similarly, an appliance purchased at a cost of \$600 this year will still cost less on credit than the same appliance three or four years later after inflation has driven the price up to \$850. At the current inflation rate, the true cost of a car loan is only 1.5 percent.

However, for most people the opportunity to use credit can be a real threat to financial stability. Credit-card users are the first to default on bank loans by overextending their finances at other credit sources. Poor financial habits develop gradually; after the consumer establishes credit for the first time, the tendency is to apply for the second and third credit cards. Soon he or she begins to receive unsolicited credit offers by mail, which many find difficult to resist.

There are several warning signs of financial problems which can develop from misuse of credit. The first is usually the use of credit as an alternate source of cash to supplement actual cash flow. Other warnings include monthly withdrawals of savings to meet financial commitments, failure to maintain any kind of savings program, falling delinquent on rent, mortgage, or utilities payments, and the need for consolidation loans.

The consumer with financial problems can now find help through a new kind of service industry in the United States — credit counseling. The job of such agencies is to assess the financial problems of the individual and provide guidance in one of two areas: budgeting or debt management. In either case, the first step toward solving the problem of overextended credit is to

cut up those precious credit cards and eliminate the buying power the consumer never actually had.

A responsible approach to credit use, according to a representative of the National Foundation for Consumer Credit, a nonprofit organization, is to reserve it strictly for major purchases. Reaching into a purse or wallet to purchase a 75-cent greeting card with a credit card may mean financial suicide.

The National Foundation for Consumer Credit offers free professional counseling for families already in financial trouble or in need of budget advice. Information on local offices is available from NFCC, 1819 H Street, Washington, DC 20006.



Adapted from a report by WEATHER/WORLD women's issues specialist Nancy Chiswick, broadcast October 19, 1979.

When choosing a book for their child, many parents appreciate the value of a story like *I Want to be a Pilot*, an encouragement to any child playing "what I want to be when I grow up." More often than not, however, parents choose just such a story to take home for their son; the logical choice for his sister is the companion book *I Want to be an Airline Hostess*.

Today, more and more people are becoming aware of the effects this kind of stereotyping has on the emotional development of children. The books and toys children have been given in the past have identified different behaviors that are acceptable for men and women in our society. As early as 1946, researchers noted that women in children's books were more often shown to be sneaky and greedy than were the men. Little has changed.

A group of concerned parents in New Jersey called "Women on Words and Images" did a careful study of their children's textbooks in 1972. They read 134 books produced by fourteen different publishers and found that boys are shown to be clever, industrious, grownup, loyal, and successful. Girls are portrayed as dependent, clumsy, kind, and tearful.

Toys are also important in conveying messages about sex roles to children. Tool sets generally have names like "Handy Andy" and "Mr. Fix-It," while the wrappers on toy brooms have pictures of housewives in aprons, wearing crowns. Parents often fail to realize that boys enjoy baby dolls and playhouses as much as girls enjoy bikes, tools, and baseball. Some of the best playthings for children are the long-lasting ones which were never labeled specifically for boys or girls — blocks, wagons, puppets, puzzles, art supplies, and even plants.

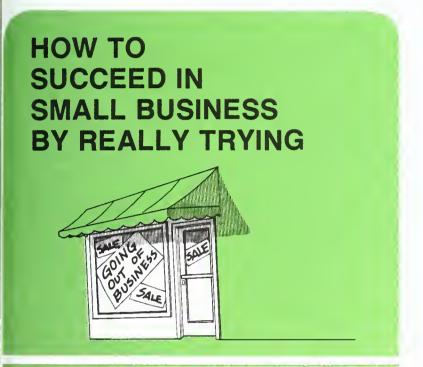
Concerned parents are often at a loss for ways to prevent sex-role stereotyping with their children. They can feel victimized by the marketplace and even by the school system.

Here are some suggestions for evaluating a children's book. Does the book show women and girls being active or quiet in about the same amounts as men and boys? Are there families in the book with just one parent, with mothers who work outside the home, or characters who are divorced or remarried? Are the children praised and rewarded for being self-reliant, kind, or clever instead of for being pretty or nicely dressed? Are the characters in the story people you would like your children to imitate?

You can avoid some of the packaging biases for children's toys by removing the item from its box and gift-wrapping it for your child. Be conscious of "companion toys" like doctor's kits for boys and nurse's kits for girls, which have been traditional patterns for parents.

Look for a variety of books and toys that bring each child into contact with many different options, providing the opportunity for boys and girls to choose the activities and way of life that suit their personalities best.

Nancy Chiswick is a clinical psychologist and affiliate assistant professor of psychology at The Pennsylvania State University.



Adapted from a report by WEATHER/WORLD producer/host Pat Kline, broadcast October 25, 1979.

If you have considered opening a small plant store, operating a cake and pastry shop, running a day-care center, or catering to special diets with a health-food restaurant, you may be ready to join millions of Americans who enjoy the satisfaction and freedom of small business. You also may be ready for the biggest headache of your life.

Ninety-five percent of the businesses in the United States are designated small; they generate more than half of all jobs in the country and contribute 43 percent of the Gross National Product. But in the days of multinational corporations, the importance of small business is often obscured — until they begin to fail, currently at a rate of 400,000 each year.

"A lot of people go into business just on the idea that they would like to work for themselves," says John Bonge, chairman of the department of management finance and marketing at Lehigh University. "Or they would not like to work for a big business, or they're unemployed, or they have an idea and they think they can sell it."

Many small business owners and operators go into the venture expecting to handle it along with other members of their families, usually a spouse. They face government regulations, which they do not understand, in addition to the basic problems of trying to find the right location for the business, reaching their market, keeping adequate records, finding ways to reach new customers,

and personnel administration — hiring, training, and motivating.

People fail in small business because they underestimate the importance of many aspects of their business; they are reluctant to use consultants for information and advice. Bonge thinks this is because they feel "that accountants are needed only because somebody has to fill out the tax returns, that advertising is necessary only because somebody needs to run a newspaper. In fact, the record-keeping, the planning, and the advertising are what makes the business go. And they provide the data on which better decisions can be made in the future."



Adapted from a report by WEATHER/WORLD producer/host Pat Kline, broadcast November 2, 1979.

If your efforts to lose weight have been less than successful, you may be trying the wrong exercise. Yoga cannot help you knock off those extra pounds, and you are wasting your time if you use a pulley-rope device, wear a rubberized suit while exercising, or engage in any exercise activity only once a week.

The success of your fitness program may be determined by how far you are willing to go — literally. Unless the exercises you engage in involve transporting your body over a distance, they will not contribute much to energy expenditure and consequently to weight loss.

"It's hard to lose weight through exercise," explains James L. Hodgson, associate professor of applied physiology at The Pennsylvania State University. "I think it's useful for the person who has gained fifteen pounds in the past fifteen years. Exercise for weight control or weight loss is a practical plan then.

The recent increase in the number of Americans running for their health is an excellent sign then, since jogging and walking are two of the best exercise activities for weight control. "Walking is a very good exercise," Hodgson comments. "People think they have to run around like college or high school students in order for exercise to be good for them. But if they're primarily interested in maintaining or losing weight through exercise, then walking is an excellent activity."

The energy expenditure for transporting your body is directly related to distance and your present body weight. The heavier you are, the more energy walking requires. Therefore, a heavy person will actually need to walk a shorter distance than a light person to expend the same number of calories. When you become involved with jogging, you are simply raising the rate of expenditure of energy, and you will need to go a shorter distance than you would if you were walking.

Regardless of your ambition to lose weight, jogging and walking may not appeal to you. Remember, the key is exercise that transports your body over distance. That can mean taking advantage of the winter snow to try a little cross-country skiing. It can also mean saving a little electrical energy by walking up the stairs instead of riding the elevator.



Adapted from an interview with philatelist James DeVoss, broadcast October 3, 1979.

Philately, the hobby of collecting and studying stamps, provides a fascination for collectors all over the world. The United States Postal Service estimates that more than 15 million Americans are "stuck on stamps," an interest that is served by 3,000 to 4,000 stamp dealers around the country.

The popularity of stamp collecting can be attributed to many things, including the natural urge to collect something, be it dolls as children or antiques as adults. People also become interested in stamp collecting through a related interest such as bird watching. Birds and animals are among the most popular subjects for stamp designs. Ethnic background also provides encouragement for building collections from a specific foreign country. Children learn about stamp collecting through the many school philately clubs, which promote the study of history and geography.

As "collecting" hobbies go, philately is among the most convenient — it is easily transported and requires little storage space.

The beginning stamp collector can find stamps anywhere from wastepaper baskets to "grandma's attic," where stamps on old letters can turn out to be rather valuable. Until the collector is familiar with stamp literature, it is important not to tamper with envelopes and other mounts. In fact, an envelope postmarked before 1900 could be worth several dollars in the stamp market while the stamp itself would sell for only a few cents. Other sources for beginners include stamp dealers who sell bags of stamps of various types; the U.S. Postal Services sells new issues each month.

Many people are not aware of the high dollar value of philately. Stamp collecting is one of the few hobbies where a collector can claim back his or her original investment, or more, through sale. Wise investments in the stamp market can be very profitable—one knowledgeable New York collector recently sold his lifetime collection for \$12 million. The famous inverted airmail stamp sells for more than \$100,000 at auctions, and the world's most valuable stamp is the British Guinea, originally discovered in an attic by a schoolboy, which later sold for \$280,000.

Getting started as a collector is relatively inexpensive. The basic tools include a book for identification, a magnifying glass, an album, tongs for handling the stamps, and hinges for mounting them. Other special tools are available for perforation and watermark identification.

In the coming months, WEATHER/WORLD will explore both proper collecting techniques and interesting items worth collecting . . . along with some oddities few collectors will ever afford.

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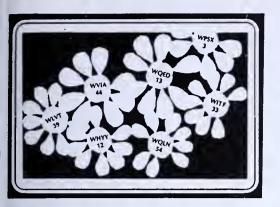
THE STATE OF THE WEATHER/ THE SHAPE OF THE WORLD

The Pennsylvania State University Wagner Annex University Park, PA 16802



WEATHER/WORLD is produced by WPSX-TV as a continuing education and community service of The Pennsylvania State University and is seen weeknights at 6:00 p.m. on the following member stations of the Pennsylvania Public Television Network: WQLN-TV/54, Erie; WITF-TV/33, Hershey; WQEX-TV/16, Pittsburgh; WVIA-TV/44, Scranton-Wilkes Barre; and WPSX-TV/3, University Park.

Station To Station



WLVT/Allentown has been notified that they are recipients of a Gold Plaque Award in the documentary category in the 15th Chicago International Film Festival competition. The award was given for a program in WLVT's medical information series, On Call, dealing with Open Heart Surgery-The Coronary Bypass, and featuring "Major Winchester" of "M.A.S.H" fame as narrator.

WPSX/University Park's holiday special Christmas At Penn State will be distributed nationally by PBS in December. The program was recorded during the snowy winter of 1978 on and around Penn State's University Park Campus and features the Penn State Glee Club and Brass Chorale.

WITF/Hershey is wishing all its viewers a "Merry Christmas," also, with a Goodtime Gospel Christmas Special, a one-hour special taped before a live studio audience. The program includes traditional gospel, gospel rock, and Black gospel music, featuring six local groups. The special airs Wednesday, December 19, at 10:00 p.m., and is repeated on Christmas Day at 11:00 a.m. and Thursday, December 27, at 8:00 p.m.

When Ask WHYY returns with its new season this month, there will be some changes made. WHYY/Philadelphia's live week-nightly program has a new host, a new producer, a studio audience, and is being funded again by the William Penn Foundation, which seldom gives a second grant. The new producer is Richard Bencivengo, and the new host is Don Rago, former reporter/producer for WHYY's Today in Delaware. In addition, some shows will be done on location this season, something not done in past years. Topics for the premiere week include legal clinics, solar energy as an alternative, national "No Smoking Day," and the Three Mile Island aftermath.

Four staff appointments were recently announced by WVIA/Scranton President and General Manager George Strimel, Jr. Dorothy Kolosinsky was named Film Director, and Joe Burke is now Coordinator, Community Relations. Marianne Barrett was named Director of Television Operations, and Carolyn Carr, a new face at WVIA, is Assistant to Mr. Strimel.

WQED/Pittsburgh tested a new fundraising technique in November, and the results were terrific. Following episode one of Edward the King, WQED played "Music To Write Checks By." During a 4-minute, 60-second guitar recital, 94 pledges valued at \$3,922 were received! The money will be put right back into the program acquisition budget. Edward the King was purchased by WQED in response to the numerous requests from Pittsburgh's public television viewers after the series aired on commercial television in other cities last year.

WQLN/Erie is extending a special "Thank You" to its many Canadian members with a 90-minute tribute, To Canada With Love. The program is a result of WQLN's visit to the Canadian cities of London, Brantford, and St. Thomas. Included in the program is footage of the Woodland Indian Educational Cultural Center, the Brantford County Museum, a tour of the La Batt Brewery, and Pioneer Village. Also featured are interviews with members of the London Grand Theatre and with the mayors of each city.

Holiday Salute To Bach

The Joy of Bach, an international salute to the influence of Johann Sebastian Bach on serious and popular music of two centuries, will be telecast as a Christmas holiday special on most PPTN member stations (check local listings) on December 23.

Through a first-time underwriting grant from Honeywell, Inc., of Minneapolis, Minnesota, WQED/Pittsburgh is presenting this hour-long program that traces the saga of Bach's career and the continued appreciation his musical genius enjoys today in concert halls, churches and even discos.

The show illustrates the serious and popular sides of Bach's music. Performances in five countries by famous artists and musical groups including world-renowned violinist Yehudi Menuhin, Rosalyn Tureck and the Berlin Chamber Orchestra reveal the classical treatment given Bach's work.

The modern-day "Bach revolution" is shown by the use of music synthesizers, the psychedelic translation of a Bach fugue by organist Virgil Fox at the St. Paul Civic Center, and the unlikely demonstration of dancing to Bach in disco beat at Brooklyn's 2001: Odyssey club.

Actor Brian Blessed, a Bach look-alike, narrates the special and also portrays the musician in several dramatic vignettes. Historical sequences were filmed on location in the cities of Dessau, Forcheim, Leipzig, Potsdam and Roetha, places significant to the composer's career.

Rebecca Of Sunnybrook Farm

Since Kate Douglas Wiggin created "Rebecca of Sunnybrook Farm," in 1903, the heartwarming American heroine has captivated children and adults alike around the world. Now, in the **Once Upon a Classic** dramatization of "Rebecca of Sunnybrook Farm," which begins Saturday, December 22 on most PPTN member stations (check local listings) there is a new and dazzling charm to the Rebecca of book, stage and screen.

Once Upon a Classic is presented on PBS by WQED/Pittsburgh with a grant from McDonald's Local Restaurants Association. "Rebecca" is produced by the BBC and Time-Life Television.

Kate Douglas Wiggin's Rebecca is touched with the writer's own childhood experiences. Kate's sister, Nora Archibald Smith writes: "The youthful Kate was a busy, happy, old-fashioned little girl in a little old-fashioned village, learning and practicing all the old-fashioned arts and making the 'small Sister's' life a delightful one in the devoted and affectionate ways, which are not of the old fashion only, but of all fashion.'

"The childhood years together were not long ones, however, for the elder sister was obviously so gifted that our parents sought greater educational advantages for her than our little village could afford and she was early sent to boarding school in a neighboring town."

So, too, is Rebecca the happy, young girl who lives with her widowed mother and six brothers and sisters on their small farm but leaves for greater opportunities.



Rebecca (portrayed by Julia Lewis) hesitantly approaches her new home at her aunts' in Riverboro, Maine, while Aunt Jane (Margery Mason) welcomes her in the first episode of **Rebecca of Sunnybrook Farm.**

National Planning, Research, and Representation Group

Public broadcasters have signed the Articles of Incorporation that would create a new Association for Public Broadcasting. The new Association will act as a center for national planning, research and representation for the 156 public television licensees across the country.

The idea of a new center for national representation and planning grew out of the Public Broadcasting Service's (PBS) June 1979 annual meeting in Los Angeles. The public television licensees unanimously voted at that meeting to endorse the establishment of a new "center for public television planning and representation," separate from PBS. Members hoped that creation of the new

Association would free PBS to concentrate its energies on the design and delivery of programming — especially the implementation of the new PBS multiple program services.

PBS Board Chairman Newton Minow appointed a 13-member committee, chaired by Dr. Homer D. Babbidge, Jr., President of The Hartford Graduate Center, to carry out this assignment.

Members of the Incorporators Committee commented that the new Association would not serve as "the spokesman" for public television. Instead, they envision it as an instrument which would permit public television licensees to speak out and act



effectively on their own behalf. The new Association, they said, should act as a forum for public television licensees where they may address their shared interests, concerns and problems relating to public broadcasting.

Composition of the new Association's Board of Trustees is to be discussed with licensees and included in the By-Laws. As presently proposed, it would consist of nine lay representatives from public television licensees, nine professional representatives from the stations, six public trustees elected by the eighteen lay and professional representatives, and the Association's President.

Update On New WITF Facility

Dr. Robert Larson, President and General Manager of WITF/Hershey, has announced that the station's Board has approved a budget and financing plan for the construction of a 46,000 square-foot public telecommunications center and voted to locate that new facility on a site made available by the Harrisburg Area Community College.

WITF serves south central Pennsylvania, a region within the top 50 national markets and including the major metropolitan areas of Harrisburg, Lancaster, Lebanon, York and Reading. WITF operates two television translators, Channel 73 in Chambersburg and Channel 51 in Reading.

The final site was chosen from among 16 considered by the Board. In the selection process, the Board and staff retained the consulting services of H. B. Alexander & Son, Inc. and Murray Associates Architects and

has named the firms to proceed with the design of the new facility. The schedule anticipates occupancy of the new facilities in the spring of 1981, with construction to begin early in 1980.

The decision to accept the offer of a site from the Harrisburg Area Community College will place WITF in a more urban environment, in a better position to cover the affairs of state government, and in a setting which will enable the stations to share the resources of an innovative educational facility.

While the two institutions will be operated independently of one another, both are regional in nature and it is believed that the opportunities for mutual activity will strengthen the ability of each to be of greater value to the area they both serve.

In describing the technical capability, WITF's Executive Vice President, Michael

Ziegler, said that the project will provide three studios: one 70 ft. by 90 ft. fully equipped for top quality production; one 40 ft. by 40 ft. designed for full scale sound recording but also available for TV use; and, one exclusively for radio production. Extensive video and audio postproduction spaces are included for computer assisted editing in quad, one inch, and 3/4 inch formats, in support of both studio production and WITF's three Electronic Field Production teams. Supporting nontechnical areas will be designed to accommodate a wide range of uses, both by WITF and by others for whom the station provides production services. Additionally, the total design will reflect the station's determination to remain a community resource accessible to all its publics including workshop and conference areas, and the provision of services by means other than broadcast.



The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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Pennsylvania connection

January 1980

a memo from the Pennsylvania Public Television Network

A New Face at PPTN



The Pennsylvania Public Television Network (PPTN) Commission announces the appointment of Richard A. Jones as assistant general manager effective December 3, 1979.

"Rick" Jones comes to PPTN from WNPE-WNPI/TV in Watertown, N.Y., where he had served as President and General Manager since 1971. Prior to that appointment he was Executive Director of the St. Lawrence Valley Educational Television Council which owns and operates the WNPE-WNPI facilties.

Mr. Jones graduated from Syracuse University cum laude in 1958. He then taught in the Maryland public school system for two years before returning to Syracuse University for graduate work from 1960-61. He received his Master's degree in radio and television communications.

During the 18 years that Rick Jones lived in northern New York he served the community as a member of the Rotary Club of Watertown and as a member of the board of the American Cancer Society. He also served on the board of the Area-Wide Community Health Planning Council and the board of All Souls Church where he was president for two year.

FREE TO CHOSE

Is inflation eating away at our personal liberties as well as our pocketbooks? Is the monetary crisis turning the American Dream into a nightmare? Are the ideals set forth by our founding fathers being eroded along with the power of the dollar? Milton Friedman, 1976 Nobel Prize winner in economics, takes a detailed look at these troublesome questions in a new 10-part public television series, **Free To Choose**, premiering in January on PPTN member stations (check local listings.)

Dr. Friedman brings a strong and, in some circles, controversial point of view to Free To Choose. A fervent believer in individual freedom, Dr. Friedman theorizes that personal, religious and political liberty can flourish only in a climate which supports an unrestricted economy in which citizens are allowed to achieve based on their capabilities. In Free To Choose, Dr. Friedman travels the world to examine how the economic realities of today stand up to that theory. Each hour-long program combines segments filmed worldwide and spirited instudio debates in an examination of some of the most serious social and economic issues of the late 20th century.

According to Dr. Friedman, the miracle of America is best expressed by two distinct but mutually supportive concepts: the idea of personal freedom, best articulated by Thomas Jefferson in the Declaration of Independence, and Adam Smith's theory of the free market and its organizing strength. Free To Choose tests the continuing validity of those classic schools of thought in light of such lingering problems as inflation, the crisis in public education, the welfare mess, consumer protection and labor strife. Dr. Friedman analyzes our present approach to these issues and predicts future outcomes. The last half of each program is given over to a debate pitting Dr. Friedman against spokespersons for contrasting points of view.

Free to Choose is made possible by grants from the Sara Scaife Foundation, Inc.; Getty Oil Company; Reader's Digest Association, Inc.; John M. Olin Foundation, Inc.; Firestone Tire and Rubber Company; FMC Foundation; W.R. Grace and Company; the Lilly Endowment, Inc.; Pepsico Foundation; the General Motors Foundation; the National Federation of Independent Businesses; Whittaker Corporation; General Mills Foundation; the Bechtel Foundation; and L.E. Phillips Charities, Inc.

Free to Choose is a production of WQLN/ Erie. Executive Producer: Robert J. Chitester. Producer: Michael Latham of Video Arts, London.

A Tribute to Martin Luther King, Jr.



Emmy-winning actress Cicely Tyson, tenor George Shirley, and maestro Julius Rudel, with the Buffalo Philharmonic Orchestra, join in a live, hour-long special, A Tribute to Martin Luther King, Jr., in honor of what might have been the 51st birthday of the great Black civil rights leader, Tuesday, January 15, on most PPTN member stations (check local listings).



The People on PENNSYLVANIA

John Grant is the host and executive producer for Pennsylvania. He is a native Pennsylvanian, born and raised in Ellwood City in Western Pa. He attended The Pennsylvania State University, majoring in broadcasting. For the past five years, he has worked at WPSX/University Park in various positions, including special projects director, producer, and executive producer. For several years, he hosted the popular statewide series, The State of the Weather/ The Shape of the World, for which he is still executive producer. Prior to his appointment at Penn State, John worked as a news reporter and news director at radio stations in New Castle, State College, Altoona, and Allentown. In addition to his work on Pennsylvania, he serves as executive producer for TV Quarterbacks, Extensions, and other projects. He is also play-by-play and color announcer for the Penn State Basketball Radio Network



JOHN GRANT

John Dimsdale, a member of WQED/Pittsburgh's Harrisburg Bureau, is Reporter/Producer along with Kathryn Larson on the state government segments of Pennsylvania.

Mr. Dimsdale comes to **Pennsylvania** from National Public Radio, where he was assistant producer/director of "All Things Considered," a daily public affairs magazine; and Associate/Producer for "Communique," a weekly report on international affairs. Both programs are broadcast nationwide.

Before that, Mr. Dimsdale was state capitol correspondent, reporter and news anchorman for KOMU-TV, in Columbia, Missouri

Born in Kansas City, Kansas, John Dimsdale received his Bachelor of Arts in

International Studies from Washington College, Chestertown, Maryland, and his M.A. in Broadcast Journalism from the University of Missouri at Columbia.



JOHN DIMSDALE

Steve Hubisak reports community activities and events around the state. He is also a native of Pennsylvania, born in Bedford and raised in Phoenixville near Philadelphia. He attended Penn State, where he was a theatre major. Steve has worked in professional theatre in Pittsburgh, Boston, and at University Park, where he appeared in his own adaptation of William Goldman's novel, "Temple of Gold." His television experience is extensive; he served as the second host of The State of the Weather/ The Shape of the World in the late 1960's. He has worked on many proejcts at WPSX/ University Park, most recently co-producing In Care Of, a series of docu-dramas based on true accounts of personal struggles against physical, emotional, and social problems.



STEVE HUBISAK

Kathryn Larson is a member of WQED/Pittsburgh's Harrisburg Bureau. As Producer/Reporter, she shares responsibility with John Dimsdale for a weekly news round-up and two major news reports on the state government segments of **Pennsylvania**.

Ms. Larson comes from WRIU-TV, Bloomington, Indiana, where she was a producer, host and writer of public affairs programming. Before that, she was promotion coordinator for the Bloomington public television stations; Women's Sports Editor for the Bloomington Daily Herald; and Family Living Editor for the Bloomington Courier-Tribune.

A graduate of the University of Minnesota, Ms. Larson attended Universidad Nacional Autonomica del Mexico, and received her degree in English Literature from the University of Washington. She has also participated in the Indiana University School of Journalism graduate program.

Ms. Larson was the 1979 recipient of a Women's Training Grant from the Corporation for Public Broadcasting. She was fellow of the National Endowment for the Humanities Seminar for journalism at the Fletcher School of Law and Diplomacy, Tufts University, in 1978. She is currently a member of the Board of Directors of the Bloomington Press Club.



KATHRYN W. LARSON

A Viewer Comments

Just a note to say I think "Pennsylvania" is excellent. I appreciate its in-depth reports on the hard news especially. Kathryn Larson does a wonderful job interviewing. The station's ability to bring in people for two-way discussions of issues in state government is a splendid addition to news coverage, and its chatty review of community activities around the state is informative and delightful.

In short I think the program is just great

— keep it up!

Sincerely, Ruth Abbott Swarthmore, PA

PTN REPOR

One of the goals of PPTN's weekly series Pennsylvania is to celebrate the diversity that makes Pennsylvania unique. This print supplement, prepared by PPTN's Public Information Office, highlights both our traditional and nontraditional uniqueness. The traditional picture is painted verbally by Sam B. Rogers, Chief of Publicity and Information for the Bureau of Travel Development in the Pennsylvania Department of Commerce. A complementary and contrasting viewpoint is furnished by Patrick M. Reynolds, cartoonist and collector of Pennsylvania trivia.

The Commonwealth's cities possess a growing vitality in culture, business and commerce, while the state's lush meadows, purple-tipped peaks and troutladen brooks annually draw thousands of outdoor enthusiasts away from the bustle of 20th-century America.

Space-age industries are rooted in the Keystone State's industrial sectors, not far from the Drake Oil Well in Titusville, site of the nation's first commercial drilling. New concrete-and-steel industrial buildings continue to rise, while some of the country's 'firsts' thrive, such as Michter's Distillery in Schaefferstown; the Sturgis Pretzel House in Lititz, and Yuengling Brewery in Pottsville.

Pennsylvania's old has been preserved,

and its new encouraged.

In many ways, Philadelphia's center city remains a living museum. Independence Hall still rings with the thoughts of some of the country's early leaders - Thomas Jefferson, Benjamin Franklin and John Adams. Betsy Ross's home and Elfreth's Alley, the oldest continuously occupied residential street in the United States, have been preserved for future generations, as has Franklin's famous print shop. Many of the "Quaker City's" monuments, buildings and narrow streets bear the imprint of men who nurtured an ideal and created a nation.

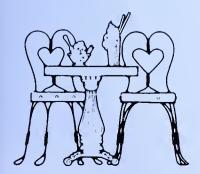
Surrounding Philadelphia's marvelous array of historic sites are signs of contemporary life: gleaming skyscrapers, the boutiques of New Market and Head House Square and the new Gallery shopping mall, a showplace of urban renewal. In the past few years, Pennsylvania's largest city has also emerged as one of the dining capitals of the East Coast, where restaurants specializing in every taste-tempting delicacy flourish. More than 150 new restaurants have sprung up in the past few

Nearby Valley Forge is a reminder of the bitter struggle George Washington's troops faced during the winter encampment of 1777-78. Brandywine Battlefield in Chester County, where Colonial forces were dealt a staggering defeat, and Washington Crossing State Park in Bucks County, where Washington and his troops crossed the Delaware River on Christmas Eve 1776 on their way to victory over Hessian mercenaries in Trenton, are just two more vestiges of that classic struggle for independence more than 200 years ago.

Bucks County is also noted for its quaint country inns and the artists' colony at New Hope. And, not too many miles north of the Philadelphia metropolitan area lie the Pocono Mountains, also the scene of the rustic lodges situated amidst the special beauty for which the Commonwealth is known.

Ben Franklin helped organize the first volunteer firemen's society in Philadelphia in 1736.

On May 2, 1905, Governor Sam Pennypacker signed a bill creating the Pennsylvania State Police - the first of its kind in the United States.



A Philadelphia soda maker, Robert M. Green, concocted the ice cream soda in 1874. It was first served at the Great Centennial Exposition in Philadelphia. However, many communities prohibited selling ice cream sodas on Sunday, because the clergy felt "sucking soda on the Sabbath is frivolous." So some smart Philadelphia pharmacists got around the ban by substituting syrup and fruit in place of the soda with the ice cream and named it the "Sundae."

In April, 1777, the Continental Congress in Philadelphia authorized America's first lottery to raise funds for the Revolution.

The Poconos are also one of the state's playlands, known as the "Honeymoon Capital of the World" because of the tremendous number of resorts catering to newlyweds. But the region also boasts a wide range of establishments fitting almost every budget and intended as "getaway" destinations for the whole family.

No matter the sport, it can be found in the Poconos. Golf courses, tennis courts, horseback-riding trails and whitewater rafting abound. The Poconos are also recognized as one of the East's leading winter sports areas where skiing, snowmobiling and the array of cold-weather sports draw enthusiasts from points hundreds of miles away.

All this diversity — the historical attractions, the country inns and the first-class Pocono resorts — is found less than 100 miles from the center of Philadelphia.

Central Pennsylvania has its share of historical sites, too.

The Gettysburg Battlefield, now a national park, was the scene of one of the bloodiest battles of the Civil War which turned the tide against the South. Today, cannons and monuments immortalize those who died there for their convictions and prompted President Abraham Lincoln to memorialize them in his Gettysburg Address.

Rural Gettysburg, located in the heart of the Commonwealth's orchard belt, is just minutes from the Harrisburg-Hershey and Lancaster areas.

Harrisburg, the state capital, is buzzing with activity with its blend of new and old office buildings under the shadow of the dome of the magnificant Capitol Building, which Teddy Roosevelt called the "handsomest building I ever saw." The Capitol's dome is patterned after that of St.

Peter's Basilica in Rome, and its staircase is modeled after the one in the Grand Opera in Paris.

Hershey was once a "company town," but it might have been the sweetest ever built. The industrial staple of the community is still the chocolate factory, but Chocolate World, Hersheypark, the Hershey Gardens and the Museum of American Life make it a family vacation snot

Lancaster perhaps best exemplifies the splicing of the old and new in the Commonwealth. The Amish — or "plain people" — work and live as their ancestors did generations ago without the aid of electricity or other modern conveniences. Their neat farms and horse-drawn buggies provide a startling contrast to the resorts and attractions which have grown up around the area.

Oliver Evans of Philadelphia was the first American to construct a road vehicle that ran under its own power. His patent, issued in 1792, was the first motor car patent in the United States.

As the country expanded westward, the drivers of covered wagons loved to smoke and chew shoe-string tobacco, grown in southcentral Pennsylvania, and rolled into big sweetened cigars. These foot-long cigars became known as "stogies" after the Lancaster County town of Conestoga, where the covered wagons were made.

When Lincoln gave his Gettysburg Address, he was suffering from a mild case of smallpox.

A few chapters of the classic movie serial "Perils of Pauline" with Pearl White were filmed in New Hope in 1914.



America's first movie theatre was opened in Pittsburgh in 1905 by state Senator John P. Harris and realtor Harry Davis. They charged a nickel admission; thus the name "nickelodeon."

Pennsylvania's first capital was Tinicum Island, just south of the mouth of the Schuylkill River.

The Battle of Brandywine began on September 11, 1777, at the Anvil Tavern along the British Army's main route of advance. The American troops at the forward security outpost were "taking a break" when the British approached. The surprised sentries bolted out the back door without their horses, and without paying their tab.

Elsewhere across the Commonwealth, dozens of forts have been saved or reconstructed, offering a glimpse of life long ago. Among these are Fort Ligonier, a supply base for Fort Pitt during the French and Indian War; Fort Necessity, scene of Washington's first battle and the opening salvo in the French and Indian War; Fort Gaddis, the only remaining settler's fort west of the Alleghenies; and the reconstructed Fort Roberdeau, near Altoona.

Two famous battleships are moored in the Commonwealth as well. The "USS Niagara," Commodore Perry's second flagship during the Battle of Lake Erie in 1812, is located at the foot of State Street in Erie, and the "Olympia," Admiral Dewey's flagship during the Battle of Manila Bay in the Spanish-American War, may be found at the Philadelphia Naval Yard.

The Daniel Boone Homestead, the birthplace of the famed pioneer, located near Reading, has been preserved as have many other villages from the past,

including: Old Bedford Village in Bedford County, a pioneer settlement; Donegal Mills Plantation in Lancaster County, an 18th-century self-sustained community; Old Economy Village in Beaver County, built by the Harmony Society; Hopewell Village in Berks County, a restored 18th-century iron-making community; Ephrata Cloister, a monastic headquarters of a pious Germanic sect; and Meadowcroft Village in Washington County, an 18th-century community.

There's also a rich variety of life and lifestyles to enjoy throughout the Commonwealth's west. From the Commonwealth's "Renaissance City," Pittsburgh, to the picturesque Laurel Highlands and Southern Alleghenies, western Pennsylvania offers residents and visitors a splendid quality of life.

Pittsburgh, once noted for its industrial strength, is still home to many Fortune 500 corporations. But it's also alive with a booming restaurant and nightlife scene, sports and cultural events. The city's

Golden Triangle and Point State Park mark the confluence of the Allegheny and Monongahela into the mighty Ohio.

A breath-taking view of the city and its rivers, especially at night, is afforded from the Duquesne Incline, which climbs the cliffs of Mount Washington to some of the city's most elegant restaurants.

To the south of the Pittsburgh metropolitan area are the Cornerstone Counties, Washington and Greene. Another kind of relic from the past, covered bridges, blend with the farms and coal fields in the southwestern tip of the Commonwealth.

Most of the emphasis, thus far, has been on the state's cities, historical sites and attractions. But more than 90 percent of the Keystone State is rural, with a plethora of appeals for those who enjoy the outdoors. In addition to the aforementioned Pocono Mountains, there are many other areas of the Commonwealth which offer the sporting life to residents and visitors.

Ninety-one years before the Battle of Lake Erie in 1812, the French frigate "La Jean Florin" sank in the lake with \$500,000 in gold and silver bullion on board.

Fort Zellers, near Newmanstown in Lebanon County, was planned by Christine Zellers, who settled in the area with her husband in 1745. Ms. Zellers also supervised the consruction of the fort, the state's oldest.

In 1793, about 200 French aristocrats escaped the revolting masses in their home land and came to America. They bought 2400 acres in what is now Bradford County and established the village of Azilum, hiring locals to construct some 50 log houses, centered by a market place. There were also taverns, shops, a bakery, grist mill, distillery, a chapel, theatre, and wharf for ferry boats. The grandest structure was a 2-story log house with 8 fireplaces, rumored to have been built as a home for Marie Antoinette. The village faltered in 1803 and the French settlers migrated to New Orleans.



The first World Series was played in Pittsburgh in 1903 between the Pirates and the Boston Pilgrims (later the Red Sox). The Pirates lost!

The Laurel Highlands rise gently to the east of Pittsburgh. Here mountain streams and verdant meadows provide an escape from fast-paced city life. It's another of the state's outdoor playgrounds, both in winter and summer, with ski areas for cold-weather thrills and the speedy Youghiogheny River, the training ground for the U.S. Olympic whitewater teams, for rafting excitement.

The Southern Alleghenies region, which stretches from Huntingdon County southward to Fulton and Bedford counties, is another of the state's outdoor paradises, highlighted by the Raystown Lake and Dam, near Huntingdon. This recreational complex features a 27-mile-long lake with more than 100 miles of shoreline. For the more adventurous, there are campgrounds available which are accessible only by boat.

This region also reflects aspects of the

past, especially Pennsylvania's railroad heritage through such engineering feats as the Allegheny Portage Railroad and Horseshoe Curve, both of which enabled the "Iron Horse" to cross the mountains to the western frontier.

Nowhere in the state is the diversity in landscape more spectacular than across the northern tier.

There are more than 89 miles of beaches within the state's border along Lake Erie in the state's northwest, including Presque Isle State Park. Its seven miles of beaches bring the fun of oceanside vacationing to the Commonwealth. To the east is the Allegheny National Forest, with more than 500,000 acres of recreational fun featuring hiking trails, camping facilities, lakes and streams.

Further east, the landscape begins to change dramatically, as the mountain

loom larger and rolling vistas replace the Erie shoreline. The natural wonder of the Endless Mountains region is the Grand Canyon of Pennsylvania, a 50-mile long and 1,000-foot-deep gorge extending through Tioga County.

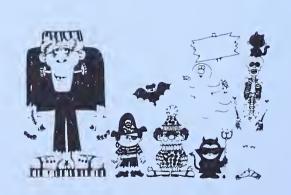
Because of its abundance of game, the area attracted many of the nation's early settlers. In many places in the northern reaches of Pennsylvania, game is still bountiful, making it one of the country's prime hunting grounds, especially for deer. It's said the wildlife greatly outnumbers the human population there.

Pennsylvania is steeped in history, yet modern and progressive. Mountains, lakes and streams present unlimited recreational possibilities, but so do the cities rich in culture, nightlife and history.

The Pennsylvania scene is diverse, making it a state for all people and all seasons.

A classic feat of imaginative engineering, the Allegheny Portage Railroad flourished between 1833 and 1857. It linked the Western and Juniata Divisions of the Pennsylvania Main Canal by hauling coaches, and later, canal boats over the Allegheny Mountains. This was accomplished with complicated and powerful machines, housed atop a series of inclines. Hitched to 3½-inch thick hempropes, the coaches and boats were alternately raised and lowered over the 37-mile stretch.

For centuries, the waves in Lake Erie have been washing the sands of Presque Isle in Erie County from the westward end and building it up on the eastern end, so the whole 7½-mile peninsula has been moving.



In addition to having prime hunting grounds, Pennsylvania has its share of "haunting" grounds for ghosts, goblins, and things that go bump in the night! For example, the ghost of a hunch-backed midget floats around Watt's Hill on U.S. Route 422, just west of Indiana, Pa...A headless Frenchman haunts the Three Sisters Trail near Cross Fork in Potter County...The ghost of Priscilla Robinson, a hundred-year-old whiskered spinster, rummages through drawers and closets in the old Blue Ball Tavern near Paoli...A 15-foot-tall giant haunts Horsham Hill near Willow Grove...

The first Powder Puff Derby, a cross-country air race for female pilots, was won by Louise Thayden of Pittsburgh in 1929. Her winning time was 8 days — from California to Ohio.

Children's Series on Science and Technology The Children's Televis Te



The Children's Television Workshop (CTW) announced that **3-2-1 Contact**, a major series on science and technology that seeks to spark the curiosity of youngsters in natural phenomena and in how things work, will make its debut Jan. 14 on most PPTN member stations (check local listings).

Production of the 65 half-hour shows comprising the series followed more than a year of research and planning. The program is aimed at the country's 13 million 8-to-12-year-olds.

3-2-1 will be broadcast in late afternoon Monday through Friday by the more than 280 stations of the Public Broadcasting Service. While the program is expected to be used in classrooms (particularly the Friday show which will summarize the week's lessons), it is designed to attract and hold an audience on its own merits.

CTW is launching a national science magazine next month — also intended for the same third to sixth grade audience — that is designed to interest children in the subject and help attract viewers to the series. In addition, extensive show-related materials for teachers are in preparation.

NAEB Award Recipients

Four PPTN member stations received awards for various entries in the 1979 Graphics and Design Competition sponsored by the National Association of Educational Broadcasters.

WITF/Hershey was honored for two program guide covers. The September 1978 cover featured Thomas Hardy, and the March 1979 cover featured Bach.

WQLN/Erie also took honors for a program guide cover, the December issue with a holiday motif. An additional award was presented for their poster and mailing for the D'Angelo Young Artist Competition.

WPSX/University Park received awards in several categories for a poster and promo for Summer Semester, a station promo for Struggle For China, the set design for Weather/World, and a program guide promo.

WQED/Pittsburgh's awards are for the Once Upon A Classic and Previn and the Pittsburgh openings, and a promo for the National Geographic Special, "Tigris."

President Gerald Ford's chief of staff and now a member of Congress; Clark Clifford from the Johnson Administration; and political scientists James David Barber of Duke University, James MacGregor Burns of Williams College and Thomas Cronin of the University of Delaware. George Washington University Political Science Professor Stephen Wayne is acting as a special consultant to the producers.

Every Four Years, a production of WHYY/Philadelphia, is made possible by grants from Sun Company, Inc. and the Corporation for Public Broadcasting. Executive Producer of the series is Read Jackson. Executive in charge is Jim Karayn.

Every Four Years

The history and workings of the American Presidency will be explored on **Every Four Years**, a new three-part public television series, premiering Wednesday, January 23 on most PPTN member stations (check local listings).

Every Four Years explores the essence of the American Presidency by examining how both Presidents and voters have dealt with changes in the nation's highest elected office.

The series is hosted by journalist Howard K. Smith, who will be making his first major television appearance since leaving ABC News in June 1979.

The first episode of Every Four Year examines what the American public expects from its Presidents: father figure, tough guy, moral leader and diplomat. Results of a Gallup survey on the public's perception of the office will be discussed by Smith, a group of prominent historians and political scientists, and members of the public.

The second program will review how the Presidency has expanded, beginning with its increasing influence on international affairs in the 19th Century and in domestic affairs in the 20th Century. Varying roles played by each President will be discussed, ranging from the role of the international leader who sets the world's diplomatic tone, to that of the leader who takes time out from his hectic schedule to view a disaster site or visit an impoverished neighborhood.

The third program will take an inside look at the workings of the presidential office and

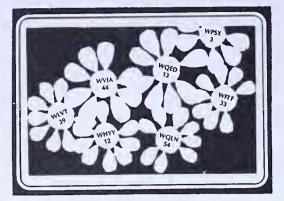
the men and women who advise the President. When the office was created, George Washington had one part-time and one full-time aide whose salaries were paid for out of the President's own pocket. Today the President is surrounded by a personal staff of hundreds. The relationship between a President and his staff and the psychological effects of working in the White House will also be studied on **Every Four Years**.

Former White House aides and political scientists to be interviewed include: former HEW Secretary Joseph A. Califano, a key aide to President Lyndon Johnson; John Erlichman from Richard Nixon's years; Richard Cheney,



President Jimmy Carter recalls the experiences of three years in the White House with Howard K. Smith, host of Every Four Years

Station to Station



WPSX/University Park premiered its new documentary special, Children Of All Ages, at the end of December. The program was also carried by WQLN/Erie. The half-hour special captures the excitement of the Big Top and the annual convention of "The Circus Fans of America Association." The program will be available for nonbroadcast use through Penn State's Audio Visual Services.

Two **WQED/Pittsburgh** productions, "Gold!" and "Hong Kong, A Family Portrait," have received Emmy nominations for best individual achievement documentary. Cinematographer Wolfgang Bayer has also been nominated for his work on "Last Stand In Eden." These **National Geographic Specials** were produced by WQED and the National Geographic Society with a grant from the Gulf Oil Corporation. Another WQED production, **Raised In Anger**, has received the National Documentary Award in the Third Annual Odyssey Awards Competition. This national outreach special was produced with a grant from 3M.

Roger Miles joins the staff of WLVT/ Allentown as Senior Producer-Director succeeding Ken Gardner, who will become General Manager of a new public television station in Kansas. Formerly, Miles was a TV producer at Pennsylvania Power & Light Company. Additional personnel news: Callie Englesson was named Teleguide Editor, and

Doug Law was appointed Production Manager.

Two artists in the WQLN/Erie viewing area, Matta D. and John Silk Deckard, recently addressed the PBS Development Conference in San Antonio, Texas. The husband and wife team have been instrumental in originating and promoting an innovative concept - personally auctioning their works at WQLN's annual auction. Matta's "54 Suite" concept, in which original limited edition prints, signed and numbered by the artist, and available only through the WQLN auction, will serve as the model for a series to be available to all PBS auctions only. She will create the first print of the series. In addition, Matta has been asked to serve as a PBS goodwill ambassador. Meanwhile, her husband is working on a life-size outdoor sculpture for the WQLN station site.

WVIA/Scranton is planning to use its live call-in program, Phone 44, for a special outreach effort. On Monday, January 21, Phone 44's medical show will focus on cancer and dealing with terminal patients. This particular program, hosted by Carol Nelson, will also serve as the preliminary for Joan Robinson: One Woman's Story, a film record of the last year in the life of a cancer victim.

Another sensitive look at cancer victims will be seen in January on **Tidewatch**, produced by **WITF/Hershey**. Produced by Fritz Williams and directed by Doug Evans, the one-hour documentary tells the story of Rev. Donald Wilson, a cancer patient and his wife Barbara. Among other things, their story reveals an appreciation of life heightened by the reality of impending death.

WHYY/Philadelphia is attempting to help anyone who will be making the New Year's resolution to quit smoking. An edition of Ask WHYY which was broadcast live earlier on National No Smoking Day in November will be repeated on New Year's Day. The program features Dr. Ross Funch, who has developed a new technique to aid those trying to give up cigarettes.

ITV Task Force Formed

The Pennsylvania Department of Education (PDE) recently announced the formation of a state task force to study instructional television (ITV) in Pennsylvania. The task force was constituted in an effort to deal with school improvement needs that can be met using electronic technology, particularly ITV.

The committee's role, according to Ann Witmer, PDE Director of the Bureau of Communications, will be to explore new concepts with regard to the role of instructional television in an effort to put this rapidly expanding technology to work to meet the real needs of schools, teachers, and students. Areas to be explored are ITV study design and implementation, the role of ITV regional councils, delivery systems, target audience, and improving schools.

According to Ms. Witmer, there has been a decline of support for ITV in recent years. The committee is confident that through this cooperative and innovative effort, they can find exciting new ways to capitalize on the potential of this educational tool.

Members of the committee are Sheldon Siegel, General Manager of WLVT/ Allentown; Charles Forsythe of the Montgomery County Intermediate Unit; Donald Clark of the PDE Bureau of School Improvement; Robert Larson, General Manager of WITF/Hershey; Donna Mitroff, WQED/Pittsburgh Educational Services; Yolanda Barco, Pennsylvania Cable TV Association; Robert Reynolds, PDE Bureau of Research and Evaluation; Dick Cassel, PDE Bureau of Communications; and Robert Gibson, Director of Programming at the Pennsylvania Public Television Network.

pptn

The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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a memo from the Pennsylvania Public Television Network

PPTN Presented Senate Citation



The Senate of Pennsylvania recently presented PPTN with a citation commemorating the Network's decade of service to the Commonwealth. From left to right: Philip I. Berman, Chairman of the PPTN Commission; Sen. Richard A. Snyder; Sen. George W. Gekas; and Sen. W. Louis Coppersmith.

Record-Breaking Fundraising Effort

Public television stations throughout the country reported receiving a record \$7,383,136 in viewer pledges during the nationally-coordinated public awareness and fund-raising drive which ran December 1-10.

The total, representing 219,136 pledges, is an increase of 23% over a comparable effort in December 1978.

A total of 100 stations participated in the effort. Their collective reports indicate an average viewer pledge of \$33.69.

During the campaign, most stations spent an average of ten days in on-air fundraising efforts.

The campaign was coordinated nationally by the Public Broadcasting Service-administered Station Independence Program (SIP).

WHYY Awarded NEH Grant

In a unique experiment to foster local programming, WHYY/Philadelphia has been awarded a \$165,000 challenge grant by the National Endowment for the Humanities, WHYY president and general manager Jim Karayn announced. The grant, which extends over a three year period, will be matched by WHYY with \$495,000 raised locally, for a total endowment of \$660,000.

The challenge grant and its matching dollars will support a prototypical experiment in local* programming, programming whose existence is threatened at most public stations because it is funded by unrestricted station dollars which are rechanneled to meet corporate overhead. The local programming project will endeavor to extend and protect the limited dollars available to produce local programs, and create a mechanism for ongoing program development.

The local programming project, which is

unique to public broadcasting, has three principal components. First, it will seek to establish a local program endowment to finance local programs, which will be self-perpetuating and exclusively dedicated to local production. Second, it will allow WHYY to create an ongoing program development function which will identify feasible radio and televsion projects from a vast array of ideas and proposals. Finally, it calls for the creation of an "advocate," to maintain a relationship between WHYY and area-cultural and educational institutions and to maintain a constant two-way flow of ideas between these organizations.

Upon receipt of the award, Karayn said, "Local programming — because it is financed by unrestricted funds — is public broadcasting's endangered species, doing battle every month with the heating bill at stations across the country — even the wealthiest ones. WHYY hopes to develop a

system which will safeguard local programming, and at the same time stimulate its development. We are especially pleased that the National Endowment for the Humanities has recognized the critical situation faced by public broadcasting and by local programming, and has given us support in this experiment."

In announcing the grant, Dr. Patricia McFate, deputy chairman of the National Endowment for the Humanities, said, "WHYY is a window on the rich intellectual and cultural world of the Delaware Valley region. The challenge grant is made in recognition of the station's excellence and the contributions they are making to the community and the nation."

The challenge grant program, in existence since 1977, has provided some 363 institutions with \$53.5 million in federal funds.



Bi-Lingual Telecast

For the first time, many stations were able to air a TV series in either French or English, thanks to public television's new multichannel DATE (Digital Audio for Television) audio system. In what promises to be the vanguard of a new era of televison service, public television presented a simultaneous bi-lingual DATE transmission of the new five-part **Great Performances** series, "Moliere," which premiered January 9.

This marked the first operational use of the new DATE audio system for multiple language transmissions. The system, enabling the distribution to television stations of programs with up to four channels of high-quality television sound, has been in use by public television since April 1979. Over the first eight months of operation, the PBS-developed DATE system has been used to facilitate a total of 89 hours of TV/FM stereo simulcasts, in which public television and FM radio stations have teamed up to offer fine music programs in full stereophonic sound.

Local public television stations had several options available to them in presenting the bi-lingual "Moliere." They could elect to broadcast the program in either French or English, making the other language available simultaneously over a cooperating FM station in the community. Or the TV station could air the program with either language and at the same time record the other language for use when the program is repeated.

With DATE's four-channel audio capability, it is technically feasible to transmit simultaneously a television program with soundtracks in three, four or (coupled with the standard single sound channel available on satellite transmissions) even five

languages. Thus, subject to funding and logistical improvements, public television will be able to target foreign-language broadcasts to ethnic groups in various parts of the country — Spanish in the Southwest, French in Canadian-border regions, and English for the entire country. DATE is also seen as an advantage for stations located in areas with heavy foreign-speaking concentrations such as Puerto Rico, where television programs are customarily broadcast in the Spanish language with English translations available on FM radio.

Public television is also committed to the expanded use of DATE audio in stereo transmissions of musical programs. For January alone, 14 hours of DATE programming was planned. In addition to "Moliere," the January DATE schedule included Austin City Limits, a weekly progressive-country concert series, and a special Great Performances concert featuring tenor Luciano Pavarotti and the New York Philharmonic Orchestra. The Live From the Met performance of Verdi's Un Ballo Maschera on February 16 will also be offered in DATE stereo.

DATE utilizes a digital encoding process to transmit up to four channels of high-quality audio on a subcarrier frequency along with the television picture. Stations equipped with special DATE decoders may choose to broadcast any one of the four DATE audio channels along with the picture. DATE signals may also be transmitted to local FM stations, making it possible for viewers with stereo receiving equipment to enjoy television programs in full stereophonic sound.

National Audience Increase

The national prime time (8:00 p.m. — 11:00 p.m.) audience for public television during the week of October 1-7 was 23.4% of all U.S. TV households, an increase of 24% from a similar week last October. This means that over 17.4 million American families tuned to their local public television station during prime time over the course of the first week in October.

Of the 23 individual markets for which A.C. Nielsen audience data were available, public television stations in 17 of those markets showed increases in overall audience size during the week in prime time.

This past fall also marked the beginning of public television's "common carriage" experiment, whereby most stations agreed to broadcast certain programs on the night and in the order they are fed from PBS over a four-night period; two hours each night. Typically, public television stations make their own scheduling decisions. However,

the system initiated common carriage as a way to test new ways to maximize audience reach through a concerted national advertising and promotion campaign that could only be built around commonly carried programs.

Increases based on "overnight audience measurements" for four major markets: New York, Los Angeles, Chicago and San Francisco show the average rating for 52 hours of common carriage programming represented an increase of 47% (2.5% compared to 1.7% for the same hours last fall). These results are based on the first seven weeks of common carriage ending November 14.

By comparison, the average for all prime time hours at the end of seven weeks — including non-common carriage time periods as well as common carriage programs — increased 31% for the four cities.

Commissioner Cited for a "Job Well Done"



Floyd B. Fischer, former Treasurer and member of the Executive Committee of the Pennnsylvania Public Television Network (PPTN) Commission, was recently honored by the Commission for his decade of service to public television in the Commonwealth.

Upon his retirement as Vice President of Continuing Education at The Pennsylvania State University on December 31, 1979, Mr. Fischer also terminated his positions with the Commission. He had been named to the Commission by Penn State's WPSX-TV in 1968, and was then appointed to the Executive Committee and elected Treasurer in 1971.

In 1979, Mr. Fischer accepted the chairmanship of the PPTN Commission's Mission and Bylaws Committee, which restructured the bylaws and redefined the mission statement with a continued commitment to public broadcasting in Pennsylvania.

Earlier in 1979, Mr. Fischer, along with four other Commission members, was commended by Governor Dick Thornburgh for his ten years of service in bringing to Pennsylvanians "the most enriching and rewarding media programming."

In its commemorative resolution, adopted unanimously at the regular quarterly meeting on December 13, 1979, the Commission praised Mr. Fischer's "salient leadership and perspicacity" over the years, and noted his numerous contributions to PPTN, WPSX, and public and educational television.

SECOND SEASON

New Series Fare

Continuing Series Special Reports

Returning Favorites

Current Affairs

As the calendar turns to 1980, PPTN member stations will be offering viewers a whole new season with more new series than ever before, brand new productions of many popular favorites, and a portfolio of special performances and fascinating reports. It's public television's Second Season, and no matter where your television interests lie, you'll like the looks of it!

Between January and June, a record 14 new series are scheduled to premiere, ranging in scope from an eye-opening exploration of cultures past and present to a precedent-setting situation comedy where race relations is the issue and realism is the status quo.

This supplement, prepared by the PPTN Public Information Office in Hershey, provides an overview of the line-up of programs for public television's Second Season which began in January. New programs which aired prior to February are not listed. Air dates and times have not been included; check local listings for correct date and time of broadcast in your area.

New Series_

As the decade turns, public television ushers in a whole new crop of exciting new series to jar the senses, inspire the imagination and kindle new curiousity about the world around us. Public television in 1980 will include 14 new series — more than ever before — ranging from an in-depth look at civilizations past and present to a major new vehicle for teaching youngsters the wonders of science. There'll be magnificent cultural presentations, including two new mini-series exploring the nuts and bolts of grand opera; high camp, with the debut of the first situation comedy devoted to race relations; and adventure on the high seas, as public television recreates the historic voyage of Charles Darwin aboard the H.M.S. Beagle.



The Righteous Apples is a situation comedy about race relations premiering during Second Season.

Independent producers will get a series of their own, and a brand-new anthology will showcase some of the most spinetingling mysteries of all time. The American presidency will be the subject of a farranging report. The new decade will be explored from refreshing new perspectives by commentator Ben Wattenberg and economist Milton Friedman. Phil Donahue will host a sensitive look at parent-child relationships. Actor Will Sampson guides viewers on a 70-year history of Hollywood's treatment of Indians. And some of the most prominent scientists in America will take a look at crucial public policy issues.

The fascinating stories of human cultures from deepest antiquity to the present will be explored on Odyssey, a new series of 13 hour-long documentaries from the creator of Nova. The first television series devoted to anthropology and archaeology, Odyssey will take viewers to all parts of the globe where human beings have left their mark. From the edge of the Arctic Circle to the jungles of Indonesia, Odyssey will seek answers to the age-old questions: Who are we; where did we come from, and why are we different from other people?

Public television takes a light-hearted look at the serious business of race relations with the premiere of The Righteous Apples, a 10-part situation comedy with a difference. Based on the adventures of a multi-racial teenage rock band attending a newlyintegrated Boston high school, The Righteous Apples deals with the resolution of racial conflict, rather than its exploitation as a comedic vehicle, in driving home the



3-2-1 Contact is a new 65-part series designed to introduce young people to the fascinating world of science and technology.

message that people can live and work together - if they'd only try.

To many youngsters, the study of science is about as agreeable as a double dose of castor oil. 3-2-1 Contact, a new 65-part series from the producers of Sesame Street and The Electric Company, is designed to dispel those notions. Each half-hour program is a testimonial to the idea that science can be fun. 3-2-1 Contact explores the kind of questions that kids ask themselves - why do animals become extinct; is big better, why do some things keep growing and others stop? — in a fast-moving magazine Science, and its relationship to some of the key public-policy issues of today is the subject of **Synthesis**. The four 30-minute programs, produced in conjunction with some of the best-informed science analysts in the nation, take on the sensitive issues of rigid new education techniques, human tampering with ecology, nuclear waste, and energy vs. conservation.

Public television introduces a new forum for independently-produced documentaries on **Non-Fiction Television**. The series of 13 hour-long programs showcases the work of innovative video and filmmakers who delve into subjects ranging from tap dancing to the activities of the Central Intelligence Agency.

Leave the lights on and turn the volume up when public television premieres Mystery!, a new 15-part anthology of classic and contemporary "who dunnits" from the producers of Masterpiece Theatre. Among the dramatizations to be offered this season are Dornford Yates' "She Fell Among Thieves," John Mortimer's "Rumpole of the Bailey," Daphne du Maurier's "Rebecca" and Dick Francis' "The Racing Game."

Malcolm Stoddard portrays the great naturalist, Charles Darwin, in a seven-part dramatization of Darwin's epic 1830's voyage to track "The Origin of Species." **The Voyage of Charles Darwin** follows Darwin's career from schooldays through his discoveries aboard the H.M.S. Beagle and the ensuing controversy surrounding publication of his precedent-setting work.

Phil Donahue makes his public television debut as host of the new seven-part series on parenting, **Look At Me**. Donahue, himself a father of five, takes viewers into the homes of families with pre-schoolers to uncover some problems, and some of the solutions, for parents confronting the paramount responsibility of bringing up children.

Some of the most serious problems of the late 20th century — inflation, the crisis in public education, welfare, consumer and worker protection — are probed from an



Author/activist Ben Wattenberg returns this spring with a brand new series, **Ben Wattenberg's 1980**.



Phil Donahue helps parents cope with some of the difficulties of rearing young children on Look At Me

economic standpoint by Nobel laureate Milton Friedman on the 10-part Free To Choose. Dr. Friedman, a fervent believer that personal freedom depends on the ability to function as an individual in the marketplace, draws from the theories of Thomas Jefferson and Adam Smith in analyzing our current economic situation and its relation to individuals. Free To Choose is a production of WQLN/Erie.

Ben Wattenberg, last seen on public television in the provocative In Search of the Real America, takes a look at the changing intellectual climate in America at the dawn of a new decade on Ben Wattenberg's 1980. In this 10-part series, Wattenberg will use new census information and the developing 1980 political campaign to formulate some new theories about government involvement with its citizens, the tenure of freedom in America, the climate for progress and the propriety of traditional values.

Every four years Americans go to the polls to choose the person who, for better or worse, will lead our nation's government. Public television takes an in-depth look at the office of the presidency — the expectations we have for our leaders, the increasing role of the chief executive, and the men and women who stand behind him, in the three part series, **Every Four Years**. Howard K. Smith hosts this revealing profile, a production of WHYY/Philadelphia.

Public television viewers will have a rare opportunity to watch an opera virtuoso demonstrate his craft to promising young hopefuls on the six-part **Pavarotti at Juilliard**. Luciano Pavarotti, perhaps the greatest opera singer of today, is witnessed conducting a series of "master classes" at New York's Juilliard Opera School in this unique cultural series.

The intricacies and hidden moments of genius that go into the production of a grand opera will be revealed in the new five-part series, **La Gioconda**. This unusual series evolves around the San Francisco Opera's version of the great Ponchielli opera, exploring how the production came together and presenting each of the four acts on separate subsequent evenings.

Actor Will Sampson, a Cree Indian who made it big in Hollywood with his work in "One Flew Over the Cuckoo's Nest," takes a look at how Hollywood has treated Native Americans over the past 70 years on the five-part Images of Indians. Using film clips and personal observations, Sampson emphasizes that Hollywood stereotypes have little foundation in truth.



World-renowned tenor Luciano Pavarotti is seen in a new role this season as he conducts a series of six opera master classes at the Juilliard Opera School in Pavarotti at Juilliard.

Continuing Series.

Dramatic performances, witty French comedy, the wonders of science and poems from Russia all spice the new public television season.

Masterpiece Theatre, public television's drama showcase, headlines the season with three new series scheduled for presentation. They are "The Duchess of Duke Street, II," "My Son, My Son," "Disraeli," and an encore of "Lillie."

The 16 new "Duchess" episodes take Louisa Trotter, ex-scullery maid who became the confidante of kings, and the other residents of the now-famous Bentinck Hotel through World War I and its aftermath. Gemma Jones and Chris Cazenove star in John Hawkesworth's production of the real-life story of Rosa Lewis, legendary proprietor of the Cavendish Hotel on London's Jermyn Street.



Natalia Makarova and Mikhail Baryshnikov perform Jerome Robbins' "Other Dances" as part of **Dance in America**.

Next on the **Masterpiece Theatre** schedule is a seven-part adaptation of Howard Spring's best-seller, "My Son, My Son." Adapted by Julian Bond, who also adapted "Love for Lydia," "My Son, My Son" relates the story of two turn-of-the-century fathers and their two sons. The ambitions of the fathers shape the destinies of the sons in this story of intertwined relationships.

Author David Butler is scriptwriter for the next two **Masterpiece Theatre** offerings — "Disraeli" and a repeat of "Love for Lydia."

"Disraeli," a romantic portrait in four parts, reveals the private and public life of



The creative genius behnd **The Dick Cavett Show** rests with four people. From top left: coordinating producer Jackie Craig, director Richard Romagnola, producer Robin Breed, and Cavett himself.

the flamboyant British statesman. The series interprets this controversial 19th-century figure who rose to become a singular force in world events during the height of British colonial power.

Filmed, in part, at Disraeli's home in Highenden, England, the series stars Ian McShane as Disraeli and Mary Peach as the widow he married.

Great Performances continues with "Moliere," an intimate biography of the French playwright, which is also a spectacular portrait of 17th century France in all its grandeur and squalor. Philippe Caubere stars in this 5-part production of Moliere's theatre and theatrics.

Richard Wilbur's adaptation of Moliere's witty comedy "Tartuffe" will be presented with an impressive cast, including Donald Moffat, Tammy Grimes, Patricia Elliot and Geraldine Fitzgerald, in this expose of 17th century religious hypocrisy.

Actress Irene Worth gives a brilliant performance as the eternally optimistic Winnie in Samuel Beckett's comedy on life and living, "Happy Days." "What a curse, mobility," Winnie says, as she delivers a nonstop monologue buried in a mound of earth up to her waist and, later, up to her neck.

"Bach: Saint John Passion" will be performed by the Munich Bach Orchestra and Choir as a special Easter offering, conducted by Karl Richter. Soloists include Peter Schreier, Ernst Gerold Schramm and Siegmund Nimagern. Great Performances will also present the original Dresden version of Wagner's "Tannhauser." This marks the first telecast in the United States from the world-famous Wagner Bayreuth Festpielhaus, built in 1876 exclusively for Wagner's works. This performance, conducted in the summer of 1978 by Colin Davis, was conceived by the innovative and sometimes controversial stage director Gotz Friedrich. The cast is headed by Gwyneth Jones, who accomplishes a rare feat by singing parts for both the saintly Elizabeth and the seductive love goddess, Venus.

Natalia Makarova and Mikhail Baryshnikov will perform Jerome Robbins' "Other Dances" as part of a one-hour program of "dances for two" when **Dance in America** returns as part of the **Great Performances** series.

Over the years Dick Cavett has become known as one of the wittiest interviewers on television, capable of putting guests at ease and going far beyond the normal range of talk show patter. **The Dick Cavett Show** takes viewers into a relaxed one-on-one environment where Cavett has the opportunity to meet some of the most interesting and influential people of our time.

The magnificent wonders of science and human achievement will again be explored when **Nova** open its new season with "Living Machines." A new breed of scientists — natural engineers — is looking at nature through engineers' eyes and coming up with some surprising discoveries. In natural engineering, an engineer's usual task is



The French Riviera is plagued with the effects of pollution that is turning the Mediterranean Sea into a huge open sewer. **Nova** presents "A Mediterranean Prospect," which examines the efforts that are being made to clean up the sea.

reversed: in effect, the scientist already has the answer and what remains is to learn why things work as they do in nature and how.

Other **Nova** programs will explore the mysteries of hepatitis, a portrait of the man who has been called the "father of the H-bomb," and the impact of development of the Amazon jungle.

One of the most innovative series in the history of broadcasting, **Camera Three**, will continue on public television during the new season. Exploring the creative spirit in mankind and examining the techniques and skills of innovators in the arts, **Camera Three** had a distinguished 25-year Sunday morning history on CBS. The new schedule for **Camera Three** will consist of 16 all-new

presentations; 24 broadcasts from the repertoire amassed at CBS; and 12 rebroadcasts from the 1979 season.

In music, **Camera Three** has featured artists from Andre Watts to Pierre Boulez to Stephen Sondheim. Drama, dance, film — all have been highlighted in this rich and colorful program. **Camera Three's** historical value is evidenced in a 1966 program which included rare film of the then 18-year old dancer Mikhail Baryshnikov winning a dance festival in Varna, Bulgaria.

Sneak Previews, public television's movie-goer's guide, will continue to clue viewers in on which movies are earthshaking and which ones are just shaky. Noted film critics Roger Ebert, Pultizer Prize-

winning columnist for the "Chicago Sun Times" and "US" Magazine, and Gene Siskel, "Chicago Tribune" critic, bring to **Sneak Previews** a no-holds-barred approach to movie-going.

Sneak Previews: Take 2 will, on alternate weeks, review film trends over the years.

Whether you're a veteran gardener or just curious about what to do with that little patch of land in the backyard, **Crockett's Victory Garden** can help you out. Host Bob Thomson focuses on seasonal topics, with regular demonstrations from the late Jim Crockett's famed Victory Garden in downtown Boston and visits to outstanding gardens both in this country and abroad.

Children's Fare.

The joy of reading, understanding new cultures, and learning the difference between the fantasy and reality of television's superheroes will highlight public television's new season of children's programs.

Children have enjoyed the fresh outlook on learning skills provided by **Sesame Street** for over a decade now. In its 11th season, **Sesame Street** will add several new Muppet characters and expanded curriculum goals to its new shows.

Expanded efforts to "mainstream" disabled children into **Sesame Street** activities include special segments dealing with the visually impaired. Bilingual and bicultural goals will be reinforced with the addition of Osvaldo, a Puerto Rican counterpart to Oscar the Grouch. Poco Loco, a repeating parrot, will emphasize different



Sesame Street continues its 11th season with a new character, Muppet Osvaldo from Puerto Rico.

learning concepts, and a two-headed Monster Muppet will teach verbal blending. Of course, all the old residents of **Sesame Street** will return in the new season, which will use animation and documentary film as well as location and studio sequences to help children develop their basic learning skills.

Mister Rogers' Neighborhood will also be returning to interpret for children the often complicated and confusing world of adults. In a special week of programs dealing with the realities and fantasies of superheroes, Mister Rogers visits actors Bill Bixby and Lou Ferrigno on the set of "The Incredible Hulk" to show how a superhero is actually the result of make-up, costumes and film techniques.

A highlight of this week will be a special for parents titled "Mister Rogers Talks With Parents About Superheroes" in which Rogers will discuss concerns parents may have about the effects of a fantasy world filled with superheroes. Both the new Mister Rogers' Neighborhood programs and the "Mister Rogers Talks With Parents About Superheroes" are produced by Family Communications in association with WQED/ Pittsburgh.

The Electric Company returns to public television for another season of fanciful and imaginative approaches for learning how to read. Elementary school age children are treated to a half-hour of both live and animated sequences showing them how to develop their reading skills. Used throughout the country to supplement formal classroom approaches, The Electric Company has also been employed in over 20 foreign countries to teach English.

Villa Alegre, or "The Happy Village," returns for another season of valuable lessons about cultural diversity and human understanding. The village is a place where



Nostalgically set in a lost age of chivalry, "The Legend of King Arthur" relates the sorrows, romance, courage and heroic endeavors of King Arthur and his knights of the Round Table on **Once Upon A Classic**.

children of both Anglo and Hispanic heritages gather to explore and share their feelings in both Spanish and English.

Once Upon A Classic brings the infamous legend of King Arthur and his kingdom of Camelot to public television with "The Legend of King Arthur." The production chronicles the legend from Arthur's early kingship as a young man in a dark age of turmoil and war, through his battle against the opposition, to his reign over a united kingdom in a new age of justice and chivalry.

Current Affairs_

As America enters a new decade and prepares for a presidential election, the nation is changing like never before. The social, economic, demographic and technological fabric of society is evolving daily and public television viewers will be able to track these developments each weeknight on **The MacNeil/Lehrer Report**.

One of broadcast journalism's most innovative approaches to news reporting, The MacNeil/Lehrer Report offers an uninterrupted half-hour discussion on a single major issue or event each evening. Reporters Robert MacNeil, Jim Lehrer and Charlayne Hunter-Gault take viewers inside the news to explore the day's major story from a variety of angles. Guests have included President Jimmy Carter, Iran's Ayatollah Khomeini, China's Vice Premier Deng Xiaoping and a score of other world leaders. The series strives to interpret the news through material contributed from local public television stations across the country and by international news organizations.

The latest political happenings are the subject of **Washington Week in Review**, public television's longest-running current affairs series. Moderator Paul Duke and a panel of Washington journalists scrutinize the moods of Congress, developments in the White House and the reactions of the federal bureaucracy.

If the White House acts and Congress reacts, then the outcome will often affect the nation's economy. Wall \$treet Week,



Jim Lehrer (left), Charlayne Hunter-Gault and Robert MacNeil go beyond the headlines on the award-winning MacNeil/Lehrer Report.

public television's award-winning guide to the investment market, explores the world of business and finance with host Louis Rukeyser and a panel of respected financial analysts. Both veteran speculators and beginning investors are treated to an expert analysis of the latest market trends.

Timely analysis of current events from the perspective of America's minorities is the subject of **Another Voice**. Probing interviews and increased on-location reports will be provided by host Chuck Stone and reporter Rica Duffus. Mini-reports on Third World news will be incorporated into each program this season, and one program per month will be devoted to a documentary on a timely issue of special concern not only to minorities, but to all Americans. **Another Voice** is a production of WHYY/ Philadelphia.

Over Easy is the only national daily series that attempts to focus on the special problems and lifestyles of people over the age of 55. Hosted by Hugh Downs, Over Easy will continue to bring half-hour programs devoted to special topics which include: "Hearing;" "The Middle-Aged Child;" and "The Older Man — Retirement."

The roster of guests visiting **Over Easy** will include Sammy Cahn, Garson Kanin, Alexis Smith and Jim and Henny Backus.

The Captioned ABC News continues as the only nationally broadcast nightly news service for the hearing-impaired. Commercial slots during the news are filled with features such as Captioned Consumer, which has explained such issues as income tax deductions available for the deaf; Deaf Heritage, which examines events and personalities in deaf history; and Chronicle, a weekly news brief on major news affecting the hearing-impaired.

Special Events will also be a part of public television's coverage of the latest news and current affairs developments across the nation. From the President's Town Hall meetings to special political coverage, public television will be there with its unique perspective on the news.



Another Voice host Chuck Stone provides news analysis, interviews and discussion of issues of concern to America's minority communities.

The Arts___

Pulsating opera. Great symphony. Majestic choreography. An up-close look at artistic genius. And a bit of buffoonery. Public television in the Second Season will be a calvalcade of emotion-charged special performances, bringing the best of the performing arts into the living rooms of America.

From Carnegie Hall to Los Angeles' Greek Theatre, specials will explore the full range of America's creativity, introducing viewers to such virtuosos as Luciano Pavarotti and Agnes De Mille, talented newcomers, and a few surprises.

The Metropolitan Opera offers two live, full-length performances of works by the great Giuseppe Verdi on Live from the Met. "Un Ballo in Maschera" will air in February and "Don Carlo" will air in April.

The San Francisco Ballet will perform Michael Smith's original ballet, **The Tempest**, based on the great Shakespearean fantasy. A 60-minute documentary which goes behind the scenes at the San Francisco Ballet to explore the process of staging an original ballet performance is the subject of **The Creation of a Ballet**.

Tonight at Carnegie Hall is four separate programs. Master violinist Isaac Stern takes viewers on a comprehensive excursion through the venerable hall, exploring its history, going behind the scenes to talk with performers and introducing some of the most distinguished artists in the world of performing arts in magnificent concerts.



Mark Russell, Washington's resident satirist, exhibits his own special brand of humor on the Mark Russell Comedy Specials.

On **Song by Song**, Ned Sherrin presents four new editions of this unusual performance series, showcasing the work of great American lyricists such as Howard Dietz, Oscar Hammerstein II, and Sheldon Harnick.

An hour-long documentary, **Maestro**, will examine the state of regional opera in the United States.

Actress Julie Harris will guide viewers on a tour of discovery at the National Gallery of

Art, Washington, D.C. in an enlightening half-hour special. Based on Martin King's book of the same name, **Adventures in Art** is intended to help viewers of all ages derive greater insight through the study of artistic masterworks.

The great Pablo Picasso and his art have for years been the subject of scholarly interpretation and, occasionally, public controversy. **Picasso** takes an in-depth look at Picasso's motivations and sensitivities in this absorbing film.

Washington, D.C.'s resident humorist will be back again with two live half-hour shows. **The Mark Russell Comedy Specials** offer the usual tongue-in-cheek castigations of all things politically mighty which have made Russell a public television institution.



Pablo Picasso is the subject of the unique and intimate film portrait, **Picasso**.

A 90-minute fictional drama, **The Molders of Troy**, will take a look at the genesis of this country's labor movement, while **Northern Lights**, a gripping 90-minute docu-drama, will chronicle the struggle of immigrant farmers to win control over their own destiny in rural North Dakota.

Two independently produced dramas about marital tension are featured on the 90-minute special **Exit 10/Nomadic Lives**.



Rudolf Serkin performs on Tonight at Carnegie Hall



Joshua Johnston's "The Westwood Children" is among the treasures of the National Gallery of Art to be highlighted by tourguide Julie Harris on Adventures in Art.

Special Reports_

Public television's Second Season will offer an ever-changing array of special reports on subjects ranging from the mysteries of the ocean floor to America's growing dependence on computers. Specials will probe the strange rituals of an ancient Zen temple and examine the impact of encroaching industry on a heretofore peaceful Alaskan fishing village. From an indepth look at sports in America to a spellbinding examination of the most confounding mystery of all — the inner workings of the human brain — there'll be something special on public television every week.

Public television's widely acclaimed documentary collaboration with the National Geographic Society presents new National Geographic Specials in 1980. "Mysteries of the Mind" explores the most powerful force on earth, the human mind. "The Invisible World" demonstrates how man has radically increased his visual capabilities through the use of highly specialized cameras and imagemaking devices. "The Great Ships" is an affectionate tribute to an era of sea travel that may have vanished forever. The National Geographic Specials are coproductions of WQED/Pittsburgh and the National Geographic Society.

Oceanographer Jacques Cousteau will continue his public television exploration of the world's mysteries, with two hour-long specials. "Clipperton Island" takes viewers on



A nerve cell in the brain firing information downward through its axon, a transmitter, is part of an elaborate plexiglass sculpture created for an animation sequence in "Mysteries of the Mind," a National Geographic Special.



Discharging mental patients into the community may have an adverse impact if the patients are not fully prepared. **Ready Or Not** examines this policy of "deinstitutionalization," which has been adopted by many mental institutions.

an absorbing investigation of a disputed French island lying 55 miles southeast of the Mexican coast at Acapulco. "Historic Wrecks" goes beneath the ocean's surface to observe some of the most famous shipwrecks on earth.

In 1980, as the nation embarks on its third century, we are in the midst of transformation — into the Age of Information. **The Information Society** is a 90-minute special which explains how, today, the most powerful technological catalysts of economic and social evolution are computers and communications.

In the midst of the Kalahari Desert in the Botswana Republic, Southern Africa, the Okavango River spreads out to form a broad and intricate network of waterways — an inland delta. A 60-minute special **Okavango** takes a look at this unique corner of the earth which for centuries has been a natural refuge for teeming multitudes of wildlife.

In 1974 a group of major oil companies acquired the rights to drill off the Alaskan coast. The beehive of human activity spawned by that development had its greatest impact on the inhabitants of Yakutat, a tiny fishing village. Yakutat, a 60-minute special, takes a look at what happened to the village.

For the third straight year, public television will offer live coverage of the most prestigious awards presentation in broadcast journalism, The 1980 DuPont/Columbia Awards in Broadcast Journalism.

Hudson River will provide a different view of the mighty Hudson, with a special emphasis on the people to be found along its shores.

Deep in the mountains of Japan is the Eihiji, a Zen monastery where training and discipline have been the rules of order for centuries. **Zen Temple Eihiji** will trace the daily existence of the students in their quest for the esteemed rank of Zen Master.

Throughout America, hundreds of thousands of mental patients have been released from institutional confinement to live again in the community at large. **Ready or Not** is an hour-long documentary that goes behind the scenes to discover how we began releasing the mentally ill.

"Sports in America" is the latest offering of James Michener's World. The prominent author/journalist will host a trilogy of hourlong films which will look at the black athlete, women in sports, and children in sports.



James Michener chats with football star O. J. Simpson during filming of James Michener's World.



Captain Jacques Cousteau returns with two hour-long specials for Second Season.

Returning Favorites-

There'll be great drama, far-ranging reports, foot-stomping music and timely comedy as nine prominent series return with new programs during public television's Second Season.

The six-year international effort to bring to television all 36 plays of the immortal William Shakespeare continues in 1980 with six new installments of **The Shakespeare Plays**. The second season of this ambitious project will focus on the Bard's historic biographies of three English monarchs. Three new productions ("Henry IV — Parts I and II" and "Henry V") will be incorporated with "Richard II" (encoring from last year) to form a dramatic four-week-long chronicle. Also premiering in 1980 will be "The Tempest," "Twelfth Night" and a triumphant "Hamlet" starring Derek ("I, Claudius") Jacobi.



Bill Moyers returns on the widely acclaimed Bill Moyers' Journal.

The widely-acclaimed The American Short Story will also be back, presenting eight new dramatizations of great American short fiction. Premiering will be: "The Golden Honeymoon," by Ring Lardner; "Paul's Case," by Willa Cather; "Barn Burning," by William Faulkner; "The Sky is Gray," by Ernest Gaines; "Rappaccini's Daughter," by Nathaniel Hawthorne; "The Jilting of Granny Weatherall," by Katherine Anne Porter; "The Greatest Man in the World," by James Thurber, and "The Man That Corrupted Hadleyburg," by Mark Twain. In addition, the nine stories presented during the series' highly successful first season will encore.

Four brilliant plays never before seen anywhere will premiere on Visions, public

television's unique showcase for original television drama. The lineup includes Marsha Norman's "It's the Wilderness," a portrait of a poverty-stricken Kentucky coal-mining family during the Depression. "Shoes," by Ted Shiné, is the story of three hip black youths with mixed emotions over how to spend a summer's worth of wages. Alice Childress' "String" centers on a block party in a black neighborhood and the residents' suspicions about a local misfit. "He Wants Her Back," by Stanton Kaye, follows an estranged couple and their daughter over several years of poverty and success.

The unfolding political drama surrounding the 1980 elections will be the object of considerable scrutiny as Bill Moyers returns for a new season of Bill Moyers' Journal. Moyers, a highly respected observer of the American scene, will focus on the political and social transition taking place in America as he talks with major candidates, presents personal documentaries, and explores varying political issues in multifaceted magazine features. As in the past, Moyers will also provide a forum for some of the greatest minds of the 20th century and their observations about where the country, and society, is going.

Progressive country music at its best will again take center stage as **Austin City Limits** returns for another season of foot-stompin' good times. Some of the most accomplished pickers and strummers in America will pay a call this year — paying homage to a particular blend of music that this country, uniquely, can call its own. Roy Clark, Gatemouth Brown, Jerry Jeff Walker, Marty Robbins, Johnny Paycheck and the Texas



Julia Child returns for the Second Season in Julia Child and More Company.



Que Pasa, USA?, the amusing and touching adventures of the Penas, a Cuban-American family struggling with their new life in Miami, will return for the Second Season.

Swing Pioneers are among the artists set to perform. And there'll be a very special appearance by living legend Ray Charles.

An up-close look at how American high school students feel about school desegregation will be in the offing on **As We See It**, returning with 26 programs filmed at schools throughout America. **As We See It** will go inside the classroom to explore how the nation's youth are coping with the new attitudes, lifestyles and sensitivities introduced as students from varied backgrounds and cultures are brought together.

The equally sensitive matter of bringing up children is the focus of **Footsteps**, returning with a practical guide to coping with the emotions and doubts of parenting. Two celebrity couples — Mike ("M*A*S*H") and Judy Farrell, and Max ("ABC World News Tonight") and Beverly Robinson — are the alternating hosts of this unique series, which combines dramatizations, documentaries and frank discussion to help parents through the difficult years of childrearing.

Julia Child, public television's unpredictable mistress of the kichen, will be back with a new portfolio of recipes for every occasion on Julia Child and More Company. This season, Julia will be cooking up such splendid feasts as rack of lamb and lobster souffle — and demonstrating how anybody with a little common sense can turn out equally spectacular fare to the delight of family and guests.

Three generations of a Cuban-American family come to terms with the often confounding ways of life in Miami's "Little Havana" in the new season of **Que Pasa, U.S.A.?** America's first and only bilingual situation comedy follows the exploits of the Pena family as they confront the joys and sorrows of life in America while trying to preserve the comforting folkways of their Latino heritage.

Public Television Moves into the 80's

Calling television the most powerful instrument of education ever created, Public Broadcasting Service (PBS) Chairman Newton N. Minow told broadcasters at a conference held in Los Angeles that in the 1980s the message they deliver will be more important than the medium.

New telecommunications technology alone will not irrigate the "vast wasteland" of television, Minow warned. The mere existence of multiple media and multiple channels will not automatically bring us the best of our art, music, public affairs, science and literature. "It will take enormous talent, vigilance, hard work and high purpose to make the communications technology of abundance work better for us in the future than the technology of scarcity worked for us in the past," he said.

Minow, speaking to members of the Academy of Television Arts and Sciences in Los Angeles, sketched his vision of what the future era of telecommunications will bring to public television viewers in the 1980s. He also announced that the nationwide prime time viewership for public television's high-quality programs for the first week of October is up 24 percent over last year and almost 50 percent over two years ago.

The slogan for the next quarter-century, Minow said, will be the exact reverse of Marshal McLuhan's 1960's slogan "the medium is the message." "This emerging new reality is going to turn McLuhan on his head," Minow predicted. "The Message is what will count. The Message will be more important than the Messenger."

"The next quarter-century in mass communications is going to be marked by a radical upheaval. There will be many more messages competing for attention," Minow observed. "In the 80s, the Message is going to overcome the importance of the Medium."

We are now in the process of moving from a scarcity of channels to an abundance of electronic highways, Minow said. In the early 1960s, the scarcity of channels contributed to what Minow, then Federal Communications Commission Chairman, termed the "vast wasteland" of television. "The question now," Minow said, "is whether that wasteland will be irrigated or further eroded by the new glut of channels crisscrossing the landscape."

Minow told the Academy's members that they were the faculty to the largest student body in the world, the teachers who offer information and ideas. But he cautioned them not to become so blinded by the dazzling array of new telecommunications technologies that they lose the opportunity to "serve the very best that is in us, rather

than pander to the worst."

Minow expressed his confidence that, as public television moves into the 1980s, it will "embrace the new age, rather than hold it at arm's length."

"For the past quarter of a century," Minow asserted, "public television in America has been in the backwater — a second class citizen in the communications spectrum, an asterisk in the records.... Yet in the past few years, public television in this country has made incredible strides."

Minow cited several reasons why public television will be adventurous in the new telecommunications era. The first reason is public television's longstanding involvement in the improvement of communications technology. Minow pointed out that public television's closed captioning system has involved a classic partnership between the public and private sectors.

The U.S. Department of Health, Education and Welfare provided most of the development money for the captioning system. Public television then created the hardware and perfected the applications to software. Now Sears is manufacturing and will distribute the adapters which will open up home television sets to the hidden, encoded captions. By next year, Minow said, PBS, ABC and NBC will begin broadcasting as many as 20 to 25 hours a week of captioned programs, most of them in prime time.

To use the new technologies wisely, public television is reorganizing its national program services into three separate and distinct bodies, Minow explained. One service will offer prime time, high-visibility programming, another will concentrate on special audience programs, and the third will provide educational and instructional programming.

"We know full well that creating three program services will not automatically create programs," Minow said, "but it will open up opportunities to more creative people, including independent producers, and thus the incentive to create programs."

Public television started with programs of quality, Minow suggested and then took the time to find or build audiences. "We go after the many by keeping faith with the few," he said. Minow acknowledged that the supreme irony of public television is that some of its audiences are huge by any reasonable standards — almost 12 million homes or about 25-30 million viewers for the first broadcast of **The Incredible Machine**, for example, but these figures are considered to be in the "failure range" by prevailing commercial standards.

"Consider the meaning of a 6-rating for our Don Giovanni Live From the Met," Minow suggested. "This translates into 4.3 million homes. If the Met filled the house every single night — including weekends, holidays and Leap Year — for four years solid, the run would still have to be extended by a few more months to accommodate an audience of that magnitude."

"More people saw and heard Don Giovanni on public television that one week in March 1978," Minow noted, "than in all of Mozart's lifetime." He also observed that public television's broadcast of the **Shakespeare Plays** will bring Shakespeare to more homes than have seen a Shakespeare play since the 16th century.

But this doesn't mean that all television should run is live operas, Shakespeare plays or **Incredible Machines**, Minow explained.

"What it does mean," he said, "is that within the four walls of mass communication there should be room to accommodate all of these audiences when they want to be served — and that, I believe, is exactly the way we are moving."

Public television hopes to break down the traditional boundary lines, Minow said, and help create and distribute an abundance of quality programming. "We are working with local cable systems to provide the public with programs that cannot be fit into the local broadcast schedule," Minow explained. "We are working with pay cable distributors on possible co-production of major performance programs, in music, drama and comedy. We are working with ABC News on a Vietnam retrospective from which ABC may draw a documentary special, while we present a multi-part series in greater depth and detail. We are now proud to be re-running and also creating new programs in the honored CBS Camera Three series, and we hope to replay some classic CBS documentaries which were shown only once and deserve new audiences."

Minow concluded his remarks by stating that television's place in the world requires that we use the medium to elevate and educate. He said he recalled being told by a visiting European broadcaster that, as he traveled the Los Angeles freeways, he was constantly seeing television antennas on every roof of every house, rich or poor.

Minow recalled the broadcaster's words: "He said those television antennas were like periscopes, peering out so that the people inside could see and understand what was going on outside."

"You must create messages worthy of the medium," Minow said to the Academy's members, "help the people inside see and understand what is going on outside."

Station to Station



WITF/Hershey recently invited about 25 representatives from service agencies, such as the United Way and Red Cross, to participate in a consortium designed to better facilitate execution of emergency services in the event of a winter energy crisis. WITF will work with the agencies to set up information banks to provide basic tips for winterizing the home, techniques for keeping warm, and area emergency plans. The information will be incorporated into a package of local programs which will address the problems of the energy crisis. In the event of a real emergency, WITF could possibly go on the air with a call-in service, backed by the information banks.

WHYY/Philadelphia is offering the complete transcript of its three-part series on the history and workings of the American presidency, Every Four Years, to interested viewers. Copies of the transcript are available for \$4.00 each, by writing to PTV Publications, P.O. Box 701, Kent, Ohio 44240.

WPSX/University Park begins a new seven-part series about the variety of religious experience in rural Pennsylvania, beginning Tuesday, February 26 (check local listings). Profiles of Rural Religion was filmed over the past eighteen months in Clinton, Pa. The observational documentaries focus on individuals in an effort to see the role that religion plays in the life of the individual. Says Producer P. J. O'Connell, "Our examination of religion has taken us to churches ranging from 'liberal' to 'fundamentalist' and from Roman Catholic to Jewish; services have ranged from the marking of foreheads with sacred ashes on Ash Wednesday to testimony-and-healing services. While in no sense comprehensive, our examination has been quite broad."

WLVT/Allentown is growing bigger and better. Effective January 3, they are operating with a new RCA TV Transmitter. And they

have officially submitted an application to the National Telecommunications and Information Administration for a planning and feasibility grant for a possible public radio outlet in the Lehigh Valley.

WQED/Pittsburgh recently broadcast a live three-hour phone-in special about the crime of rape called A State of Fear. Produced by WQED's Chris Gaul and Margy Whitmer, the special used the experiences of an actual rape victim and the action which she chose to take as a basis for discussion on victims, prevention, the police and the rapist. Guest experts answered viewer calls over the air, and referral information was also provided by in-studio phone operators. This information was also made available to viewers in a flyer, offered on air.

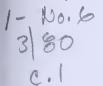
WQLN/Erie will feature local artist and teacher Joseph Plavcan in a one-hour program to air in March. Plavcan has taught many artists in the Erie area, including world-famous pupil Richard Anuszkiewicz, one of the founders of Op Art. Plavcan is responsible for reintroducing a forgotten European technique, known as Gesso, to the United States. WQLN cameras will visit Plavcan at his studios and watch him at work.

WVIA/Scranton's ITV Department is sponsoring an essay contest to create interest among young people to tune in Sandburg's Lincoln. The contest is open to all schools enrolled in WVIA's ITV service, and includes three categories, Grades 4 — 6, Grades 7 — 9, and Grades 10 — 12. This includes about 30,000 students. The title of the essay is "Sandburg's Lincoln: The Man Behind the Presidency," and each will be judged by the station's ITV Department. The winners, one from each category, will receive a U.S. Savings Bond.

The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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March 1980

a memo from the Pennsylvania Public Television Network

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ITV Grants

Six PPTN member stations and educational broadcast councils have been awarded state grants for various instructional television (ITV) projects to improve education in the Commonwealth.

The grants, totaling approximately \$200,000, were presented by the Pennsylvania Department of Education (PDE) and the General Assembly. For the first time, the grants emphasize the ITV technology rather than the programs broadcast into classrooms, which is the traditional use of previous ITV appropriations. This year's awards were in two classifications: competitive grants for major efforts to use television to support school improvement and smaller utilization grants to improve the use of television as an instructional tool.

Grant recipients and amounts are: WQED/Pittsburgh - \$71,047, competitive grant and \$5,000 mini-grant; Northwest Pennsylvania Regional Broadcast Council, Erie - \$20,414 competitive grant and \$5,000 mini-grant; Allegheny Broadcast Council, State College - \$34,500 competitive grant and \$5,000 mini-grant; WLVT/Allentown - \$24,000 competitive grant and \$5,000 mini-grant; WHYY/Philadelphia \$5,000 mini-grant; and WVIA/Scranton - \$5,000 mini-grant.

According to the PDE, the monies awarded will support a variety of projects. WQED's grant will be used to develop a common in-service schedule for all schools in the state, and to conduct school improvement teleconferences via this system.

The Northwest Pennsylvania Regional Broadcast Council will work on using the Write-On series to increase grammar and writing skills among junior high school students. Their plan also includes training teachers for increased use of the series, and



Experts representing both sides of the nuclear energy controversy will have the opportunity to present their views to the nation on **The National Nuclear Debate**, airing across the country on Friday, March 28, at 9:00 p.m.

The two-hour special will be broadcast live from the Forum of the State Capitol Complex in Harrisburg on the date marking the first-year anniversary of the accident at Three Mile Island. Produced by WITF/ Hershey, the program will be hosted and moderated by Jim Lehrer of the MacNeil/ Lehrer Report. Pro-nuclear participants in the debate will be Dr. Norman Rasmussen of the Massachusetts Institute of Technology; Dr. Roger Linneman, president of the Radiation Management Control Corporation in Philadelphia; Dr. A. David Rossin of Commonwealth Edison in Chicago; and Representative Tom Corcoran, R-Illinois. The

anti-nuclear platform will be represented by Dr. Henry Kendall of the Union of Concerned Scientists; Dr. John Gofman, professor emeritus of the University of California; Dr. Vincent Taylor, energy writer and consultant, formerly of the Rand Corporation; and Representative Edward Markey, D-Massachusetts. Their arguments will address such aspects of nuclear energy as plant safety, public health, economics, and public policy.

Part of the program will be a documentary segment which includes interviews with Dr. John Kemeny who headed the President's Commission on Three Mile Island; Joseph Hendrie, former chairman of the Nuclear Regulatory Commission (NRC); Harold Denton, director of Nuclear Reactor Regulations for the NRC; Ralph Nader, consumer advocate; and Ralph Lapp, nuclear power plant consultant.

surveying results.

The Allegheny Broadcast Council is planning to develop a computerized system of resource information on language arts and communications needs. The data will be made available to teachers who need materials for diagnostic prescriptive teaching in those subject areas.

WLVT's grant will be matched by the station and the school district to purchase more video monitors and tape decks for the schools on the premise that students and teachers would use ITV programming if they had the equipment to do so.

The grant to WHYY will be used to make

a survey of the television resources that exist in the Philadelphia school district. WVIA received an additional combined grant of \$57,007 from the Pennsylvania Developmental Disabilities Council and the PDE's Bureau of Special Education for production of a town meeting on the integration of special students into regular school programs.

Each grant involves cooperation among a television entity, basic education organizations, and a college or university. Several projects also include intermediate units, special interest groups, and community groups.



Congressman Visits PPTN



U.S. Congressman Allen E. Ertel, Democrat-17th District, recently visited the PPTN Operations Center in Hershey. Pictured above are (from left to right): H. Sheldon Parker, PPTN General Manager; Robert Larson, WITF/Hershey General Manager; Congressman Ertel; and Robert Gibson, PPTN Director of Program Operations.

Viewers Pledge

As reported last month, 100 public television stations throughout the country received \$7,383,136 in viewer pledges during the nationally-coordinated December Pledge Week.

Five stations in Pennsylvania received a total of \$508,396 in viewer pledges. The breakdown is as follows:

WLVT/Allentown	. \$27,037
WHYY/Philadelphia	\$250,108
WQED/Pittsburgh	
WVIA/Scranton	
WITF/Hershey	. \$61,068

WPSX/University Park does not participate in fundraising efforts; WQLN/Erie does not take part in the December Pledge Week.

Help For Hearing-Impaired Viewers

Beginning March 15, a special decoding unit for use with closed-captioned programming will be available to millions of television viewers with hearing impairments. At the same time, the Public Broadcasting Service (PBS) and the ABC and NBC television networks will begin broadcasting closed-captioned programs, predominantly primetime presentations. PBS programs include Once Upon A Classic, Masterpiece Theatre, 3-2-1 Contact, Mystery!, and Nova. Odyssey and Over Easy will be captioned later this spring.

The usual method of captioning is called "open captioning" and appears on the screen like subtitles on a foreign film. Open captions appear on all television screens. Because

viewers without hearing impairments find open captions distracting, broadcasters are often reluctant to televise open-captioned shows. The decoding unit allows both general and hearing-impaired viewers to enjoy the same program.

The process by which programs are captioned is carried out by the National Captioning Institute (NCI), a nonprofit organization founded early in 1979. Interested television producers furnish videotapes of their programs prior to their broadcast dates to one of the NCI facilities either in Falls Church, Virginia, or Los Angeles. There, caption editors arrange the program dialogue into captions which are recorded on a magnetic disc. The disc is sent

to broadcasters, who insert the caption data onto Line 21 of the TV picture, a line which does not carry picture information. The data is then transmitted along with the regular picture and sound portions of the program.

In addition to the decoding unit which may be placed above, below, beside, or behind the television set, a 19-inch portable color set with a built-in decoder will also be available. Both are being marketed solely by Sears, Roebuck and Co. under the trade name "Telecaption." The decoding circuitry is designed by Texas Instruments Incorporated, according to specifications developed by PBS. Sanyo Electric Company, Ltd. is manufacturing both the adapter unit and the integrated TV receiver.

Station To Station

A 90-minute special farewell to the canceled **Sing Along** series was produced by **WVIA/Scranton**. The special, called **Hello**, **Goodby**, **Mitch Miller**, was hosted by TV 44 president George H. Strimel, Jr. **Hello**, **Goodbye**, **Mitch Miller** had two segments: the Wyoming Valley Barbershop Harmony Chorus of Wilkes-Barre Chapter, featuring the Natural Blend Quartet, and a regular Mitch show, "Out of the Trunk."

Tax experts will be available to the public on Friday, March 7 in the studios of WHYY/Philadelphia. Part of this all day in-studio tax clinic will be a special Ask WHYY program which will air that same day at 10:00 p.m. The Ask WHYY Tax Special will consist of a studio audience and call-ins to the IRS representatives, who will be at both the Philadelphia and Wilmington studios during the broadcast.

Susan Deemer has been named Manager of Information Services for WITF/Hershey.

This newly-created position encompasses all of the station's public information. Deemer's duties involve advertising, press relations, community service, publications, and outreach efforts. WITF is presently interviewing candidates for an Associate Manager of Information Services.

WQLN/Erie is conducting a joint TV/FM Festival '80 membership campaign. Live, continual performances of local artists, including a bluegrass band and a discussion by the Erie Playhouse members on the making of a musical, will air over WQLN-FM. Portions of the radio campaign will be broadcast simultaneously over WQLN-TV.

Wearing orange and white T-shirts, the courtly Q-Balls of **WQED/Pittsburgh** dazzle local fans twice weekly with their basketball maneuvers. Unlike many of their competitors in the Media League who use "ringers" in the game, the WQED Q-Balls are all station personnel. The Q-Balls look forward to the

March playoffs and eventually the championships. Go, team, go!

WLVT/Allentown's documentary on the Lamaze method of childbirth, entitled All for One, underwritten by the Gerber Corporation and recently aired on PBS, is the subject of an extensive five-part newspaper series recently published in the Lehigh Valley.

More than 3,900 elementary school students submitted essays for the second WPSX/University Park's What's In the News write-in. Nine children from various states appeared on the February 20th inschool program to read their letters, "One Thing I Wish Could Last Forever." The most common subjects were love, friendship, life, gas, oil, sports, and peace. Among the more eccentric were cartoons, a sense of humor, movie monsters, rock concerts, garbage cans, and a water bed!

WEATHER/WORLD MEWSLETTER

HIGHLIGHTS OF RECENT REPORTS ON PENN STATE TELEVISION'S

WEATHER / WORLD

WEEKNIGHTS AT 6:00 P.M.

The WEATHER/WORLD Newsletter is funded in part by a grant from the Pennsylvania Public Television Network.

Vol. 2, No. 2

Winter 1980



Adapted from a report by WEATHER/WORLD producer Stephanie Zarpas, broadcast December 21, 1979.

To summertime travelers passing through the Keystone State, crownvetch, with its heavy pink and purple flowers, offers hours of enjoyment along the banks of Pennsylvania's turnpike and interstates. But it was not crownvetch's beauty that led the Department of Transportation to cover so many miles of state land with coronilla varia.

The story actually begins on a June day in 1935. Then an agronomist with the Pennsylvania State College, Fred Grau discovered crownvetch on a flowery hillside between Allentown and Reading, where it had grown for twenty-five years with no sign of soil erosion. By 1946 Grau was harvesting his own crownvetch crop on farms in Centre County, an operation which grew into Grasslyn, Incorporated, a crownvetch seed outlet still run by Fred Grau, Jr., today.

Crownvetch is a perennial legume that spreads by strong, fleshy rhizomes, or underground root stalks. It has coarse, strongly branched stems from two to six feet long and an extremely heavy, multibranched root system that provides excellent soil stabilization and erosion control. Throughout the year it provides a solid mat of foliage standing about 1½ to 2 feet tall.

Its use to prevent soil erosion is now widespread, but in those

early days, Fred Grau had difficulty finding a buyer for his seeds. Finally, he recalls, "We got the Highway Department interested in it, and in 1947 they started putting out test plots — a hundred test plots all over Pennsylvania — and every one of them is still going today." Crownvetch soon replaced honeysuckle for highway slope control, and Grau estimates PennDOT saves \$2 million each year in maintenance costs because of the crownvetch ground cover.

In addition to its use on state lands, crownvetch provides erosion control for golf courses, parks, cemeteries, schools, and homes. Its benefit for the reclamation of strip-mined land is also notable.

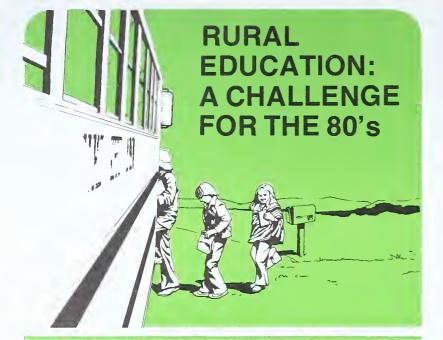
The principal varieties of crownvetch are Penngift, Chemung, and Emerald, all of which are commercially available. The Penngift variety, Grau's original discovery, is generally recommended for the Commonwealth because it is the lowest-growing variety and thus more suitable for use near homes and other buildings. Penngift was named for the state and for Robert Gift on whose property Grau first found the plant.

In the 1960s when the alfalfa crop was threatened by the alfalfa weevil, another Penn State agronomist, Marvin Risius, became interested in the potential of crownvetch as forage, or livestock feed. "We had seen it growing along the highway banks," Risius notes, "and it didn't seem to be threatened by insects. We hadn't noticed any diseases, and since the alfalfa weevil wasn't working on it, we thought we'd try it for forage purposes." Over the years, crownvetch has demonstrated significant forage production, somewhat less than alfalfa, but adequate for the needs of livestock farmers.

Because of its value as forage material and its resistance to insects and disease, crownvetch is becoming useful to many other nations, including developing ones. Grau himself has carried the plant to Canada, Japan, South America, South Africa, and Vietnam.

Crownvetch's applications for agriculture are still under study. Penn State weed scientist Nathan Hartwig is experimenting with crownvetch as a mulch for no-tillage corn. Using this "living mulch" scientists are able to eliminate nutrient, herbicide, and pesticide loss by controlling water runoff. This in turn has implications for the environment, and the elimination of the need for maintenance with no-tillage corn has implications for energy savings on the farm.

Crownvetch continues to be known principally for its beauty and its protection against erosion. As research continues, it may claim additional benefits such as the production of edible protein similar to that of soybeans. For Fred Grau and Pennsylvania, crownvetch is beginning to bring attention that is well deserved. Coronilla varia is certainly one of Pennsylvania's gifts to agriculture around the world.



Adapted from a report by WEATHER/WORLD education specialist Murry Nelson, broadcast December 26, 1979.

It is almost twenty years since the population trend in the United States indicated movement toward the cities. In the early 1960s that trend reversed itself as thousands of American families migrated to the suburbs and small communities without the troubles of large urban areas. Despite this continued population shift, less attention was paid to rural schools and the quality of rural education in the 1970s than in the 1950s when the cities had overwhelmingly larger populations of children.

By 1975 more than 15 million children were attending non-metropolitan area schools. This represents one-third of all children in public schools in the United States, and it is more than the number of students in central city schools. As America enters a new decade, educators finally may see the end of neglect of rural education.

For teachers, rural schools offer many positive rewards. They can enjoy a slower-paced, less pressured environment, a spirit of cooperation, a general lack of disciplinary problems, and more informal interaction among students, staff, and parents. Each of these individually is not unique to rural schools, but taken together, they characterize a way of life rural teachers have come to enjoy. Unfortunately, high salaries are not one of the rural educator's benefits. In 1974 the salary of the average rural teacher was approximately 35 percent less than that of the average urban teacher.

Recruiting highly competent teachers and administrators is one of the most glaring problems of rural schools. School boards also have difficulty in providing special education and other special services, in reducing student nonenrollment and absenteeism, and in coping with isolation.

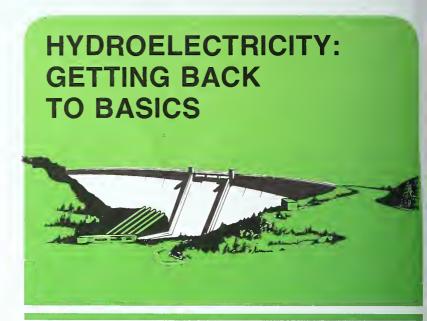
Recruitment of personnel and special services are directly related to the problems of rural school finance. If a school district has a small enrollment, the assessed value per pupil will be higher while the income is lower. This translates into lower teacher salaries, higher special services costs, higher transportation costs, and less money to spend on texts and materials.

Rural schools often are unable to provide the variety of courses necessary in a time of rapid change, specialization, and growing technology. The effects of this limited curriculum are difficult to measure conclusively, but some educators have speculated that a limited curriculum often prevents rural students from entering the larger, more prestigious universities where competition is greater.

Some rural school projects are attempting to alleviate these difficulties through the use of innovations like amplified telephones, multiple classes, and special learning resources; but most rural schools cannot afford to be involved in these kinds of projects.

As efforts to consolidate school districts continue to be found less efficient and more distressing to residents of rural areas, educators are beginning to focus on the plight of rural education. A national effort by the U.S. Office of Education and the U.S. Department of Agriculture is now demonstrating a concern that may lead to a resurgence of interest in the "little red schoolhouse," where help is certainly needed.

Murry Nelson is assistant professor of education at The Pennsylvania State University.



Adapted from a report by WEATHER/WORLD producer Stephanie Zarpas, broadcast November 8, 1979.

When compared with oil, coal, or nuclear power, water as a source of electrical generating power seems ideal. It is nonpolluting, inexpensive, and continuously available. As an alternate energy source, water already produces 12 percent of the nation's electricity. If small dam sites are put to use, water power could contribute even more to our energy needs.

Hydro power is simple. It needs no new technology. The force of falling water turns a turbine which drives a generator. In addition, small hydroelectric power plants, abandoned when oil was cheaper, are ready to produce economical power for Pennsylvanians. Other dam sites are also available.

According to a U.S. Army Corps of Engineers' survey of some 2,300 existing dam sites in Pennsylvania, about 900 have potential for small-scale or "low-head" hydroelectric development. As much as 1,300 megawatts of power could be produced. Development of such small-scale hydroelectric plants could provide an additional 5 percent of Pennsylvania's energy needs.

Research and development of these new energy plants are expected to involve government agencies, communities, private companies, and individuals. A major target for the development are facilities that are currently underutilized, such as privately or publicly owned recreation areas. Developers plan to lease these dams, construct the power plant, and share revenue with the property owner. One concern for private developers in Pennsylvania is the role of the Department of Environmental Resources (DER), which must regulate such development while controlling the possible lease of state land. In fact, the DER could become a developer itself.

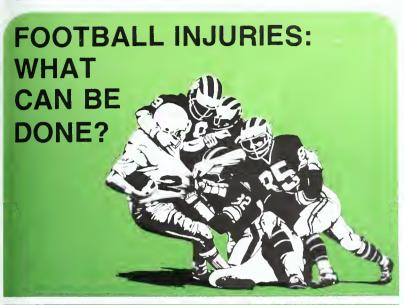
While the development of recreational areas poses some problems in pleasing everyone using the facility, would-be developers, see small-scale power as an energy solution in their own backyard. One businessman even likened hydroelectricity to a "victory garden," bringing the energy war home where everyone has a stake in it.

Among the first Pennsylvania communities to have hydroelectric power in their own backyard may be Carlisle. An old, abandoned hydroelectric plant on the Conodoguinet Creek could be rebuilt to provide power for the town's water filtration plant. City

officials are hoping to fund the half-million-dollar project principally through the Energy Extension Service's demonstration program. If all goes well, the plant could be operating again in a year and a half.

It is expected that small plants would continue to be linked with existing electrical power companies, relying on them for backup power and selling excess power to the system.

Small-scale hydroelectric power will never be a major contributor to the nation's energy needs, but there seems to be no single solution to the energy crisis. The contribution water power can make will be significant, saving millions of barrels of imported oil each year. The potential is there. Unused it will just be so much water over the dam.



Adapted from a report by WEATHER/WORLD sports medicine specialist Peter Cavanagh, broadcast November 20, 1979.

In 1912 Theodore Roosevelt suggested that football should be outlawed by an act of Congress because it was too dangerous. Although that would be a sure formula for defeat in the 1980 presidential election, serious injuries to the head and neck in football were in the news again this fall and winter.

While injuries to such prominent professional players as Darrell Stingley catch the headlines, there continues to be a stream of serious head and neck injuries at the high school level. How dangerous is football? Can protective equipment make it safer? Who has the responsibility for safety? These are three very controversial issues.

Part of the problem is that the experts disagree. The courts have laid some blame for injuries with the helmet manufacturers, in one case awarding \$5 million in damages to a fifteen-year-old boy who suffered quadriplegia during a high school game. Charges that improper helmet design was responsible for the injury led to the redesign of the equipment by several manufacturers. The new design, however, left the neck exposed at the base of the helmet, resulting in more injuries and fatalities from severe blows. At least five well-known manufacturers have gone out of the helmet business in the past five years.

Other research into the causes of most neck and head injuries points to direct blows on the crown, such as occur when spearing or butting, or when using the helmet as a weapon in tackling. (While the latter is illegal, it still occurs.)

Neck injuries which result in quadriplegia are not the only serious problem. Injuries which result from skull fractures can be serious because of their difficulty in detection. A blow on one side of the head may cause injury to the opposite side of the brain. Rotation is as important as a direct blow and has been implicated as the cause of many brain injuries.

What can be done to make the game safer? Most experts feel that education of players and coaches is the only way to reduce the number of head and neck injuries. As long as the helmet is viewed by the player as an effective weapon, the chance of serious injury will be increased.

The prospect must be faced that no helmet design will ever make football injury-proof. The very remote chance of serious injury seems to be an accepted risk on the part of the player and his family. If the courts continue to hold the helmet manufacturers responsible for injuries, they may well decide to stop manufacturing them altogether. Football, as we know it, could actually cease to exist — even without congressional action.

Peter Cavanagh is associate professor of biomechanics at The Pennsylvania State University.



Adapted from a report by WEATHER/WORLD producer Pat Kline, broadcast December 20, 1979.

Selecting a veterinarian for the family pet is a little like choosing a pediatrician. As the go-between for both pet and doctor, the pet owner must be especially careful to find a vet who is easy to talk to and who handles the pet with the care and attention that makes everyone feel at ease.

When all else fails, the pet owner can look for a veterinarian in the Yellow Pages, but careful selection before a serious need arises is a much better alternative.

Finding a vet for the new family pet is an interesting project for the whole family, one that can introduce children to the responsibility of caring for their pet, with a lesson in consumerism as well. This checklist provides some help in making the right decision:

Find a vet convenient to where you live and one who

has a good reputation with neighboring pet owners.
 Consider the type of practice the vet conducts. Some
specialize in domestic pets.
 Find out what facilities — diagnostic, surgical, and hos-
pital — are available.
 Ask about emergency and after-hours service.
 Discuss fees and payment policy.
 Inquire about routine health care for your pet, based on
breed, age, and physical condition.
 Have previous records transferred to the new vet (if
applicable).
 Do you and your pet feel comfortable with this doctor?
 Do you understand the diagnosis and what care is
necessary?

The best criteria for knowing when the family pet needs to visit the vet are appetite and unusual behavior. Of course, preventive health care and elective treatment are also important, and many veterinarians send out notices reminding the owner when shots and checkups are oue.

For families looking for a new pet, the Pet Food Institute offers a free leaflet on pet care. Called "How to Choose Your Four-Footed Friends," the leaflet is available from: Pet Food Institute, 1101 Connecticut Ave., N.W., Suite 700, Washington, DC 20036. Be sure to ask for it by name.



Adapted from a report by WEATHER/WORLD producer Keith Stevens, broadcast February 8, 1980.

A comforting thought for cold, winter days is the image of a lush, summer garden, a thought made easier by the arrival of the mail-order seed catalog. For many gardeners, however, the dream of bountiful crops of fruits and vegetables or of prettily bordered flowerbeds is nevery quite a reality. This often happens because they don't know where to begin.

According to Extension horticulturist Bob Nuss at The Pennsylvania State University, the seed catalog may not be the best place to start planning for a garden. Only after the gardener has given some thought to the content of that backyard or patio garden should he or she head for the mail-order catalog.

A principal advantage of the seed catalog is the variety which it may offer over local seed outlets. Gardeners should determine the appropriate variety for their garden based on their plans for crop use, soil, climate, and size. By checking the catalog's specifications for each variety, the gardener can usually find the correct plant, a definite advantage over local stores which generally offer few choices.

Buying from a reputable mail-order center does not always mean the best buy, however. "There may be things at home you can get cheaper if you want to take the time to shop around for them locally," Nuss notes. "Tools, equipment, and things like that, I would generally be reluctant to order through the mail because, chances are, you can either make them for yourself or purchase them locally in a hardware store or garden center."

If they have chosen carefully with a definite garden plan in mind, buyers are rarely disappointed in the catalog's wares. Where they should be concerned is with the ornamental varieties of plants which may have a limited "peak" time (when they actually do look like the photographs in the catalog). Landscape materials are especially risky when purchased by mail because shipping limitations usually mean the home gardener receives a plant that is smaller and likely to be less hardy than one sold through a local nursery. Plants from southern nurseries may pose a similar problem for Pennsylvania gardeners.

Problems caused by poor choice of plants can best be solved before the winter "garden fever" goes too far. A little homework at the local library or a call to the County Extension Office can provide help in planning the garden, as can a good gardener whose green thumb is impatiently itching for spring to get started.

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The Pennsylvania Stale University
Wagner Annex
University Park, PA 16802



WEATHER/WORLD is produced by WPSX-TV as a continuing education and community service of The Pennsylvania State University and is seen weeknights at 6:00 p.m. on the following member stations of the Pennsylvania Public Television Network: WQLN-TV/54, Erie; WITF-TV/33, Hershey; WQEX-TV/16, Pittsburgh; WVIA-TV/44, Scranton-Wilkes Barre; and WPSX-TV/3, University Park.

U.Ed. 80-52

FESTIVAL '80, a nationally-coordinated public awareness and membership effort, begins March 1 and continues through March 16 on most PPTN member stations.* This sixteen-day event offers a variety of the many types of programs that have attracted audiences to public television nationwide.

FESTIVAL '80 begins with an evening of down-home music **Live From The Grand Ole Opry**. Two live performances back-to-back from Nashville's famed Opryland allow dozens of artists to get **FESTIVAL '80** off to

a rousing start.

Tennessee Ernie Ford returns with a lineup of talented guests to present an evening of music from America's heartland on **Songs of a Lusty Land**. Joining Ford will be Merle Haggard, Kay Starr, The Sons of the Pioneers, Linda Hopkins, and Tom T. Hall, singing the work songs and love songs from America's rich history.

More American sounds pour out from The Dukes of Dixieland & Friends as this famous jazz group presents the best of New Orleans dixieland, joined by the 65-piece New Orleans Pops Orchestra. Also seen during FESTIVAL '80 will be a reprise of the popular Big Band Cavalcade featuring Bob Crosby, Frankie Carle, Margaret Whiting, Freddy Martin, and other great big band performers.

The historic Roseland Ballroom in New York is the setting for **GI Jive**, a three-hour musical tribute to the entertainers and service organizations that gave their time and talent to boost morale during World War II. Hosted by Van Johnson and June Allyson, this swing fest includes Maxene Andrews, Cab Calloway, Maxine Sullivan,

Andy Russell, and Hildegard!

rESTIVAL '80 also features numerous tributes to personalities and entertainers who have contributed so much to American life and lore. Fred Astaire, for one, will be the subject of two special biographies. Fred Astaire: Puttin' On His Top Hat covers the early days of his career and includes film clips and interviews with many of Astaire's associates. In Fred Astaire: Change Partners and Dance, viewers pick up his career in 1939 and follow Astaire through a succession of beautiful partners.



Louis Armstrong is the subject of a biographical special during FESTIVAL '80.



Talent of a different sort will be profiled in **Pavarotti: King of the High C's**. Viewers get a good look at the life of this international opera superstar as the cameras follow Luciano Pavarotti on his whirlwind schedule.

FESTIVAL '80 also presents two biographies of film world personalities. In Bogart, Hollywood's leading tough guy is seen in many of his most famous roles. His more tender side is described by many of his co-stars. In Hollywood: The Selznick Years, producer David O. Selznick's unique contributions to the film world are illustrated in one clip after another, including "Spellbound," "A Star Is Born," "David Copperfield," and "A Farewell To Arms."

One of the truly distinctive personalities of the century is seen in a repeat of the Louis Armstrong story, **Satchmo!**, told mostly in the famous bandleader's own words.

TV: The Fabulous 50s provides a retrospective look at the experimental days of TV's youth, with hosts Lucille Ball, David Janssen, Michael Landon, Mary Martin, Dinah Shore, and Red Skelton. Radio's youth is reviewed in The Great Radio Comedians, with Burns & Allen, Jack Benny, Fred Allen, Edgar Bergen & Charlie McCarthy, and many other stars reliving radio's heyday.

Speaking of Love, with Dr. Leo Buscaglia, explores the concept of humankind's limitless potential for giving and receiving love. Dr. Buscaglia is professor of education of the University of Southern California and a strong advocate of personal growth.

FESTIVAL '80 humorous side includes John Cleese romping off To Norway: Home Of Giants to investigate the Viking spirit and tradition. Cleese and his fellow Pythons are also seen in reprises of The Pythons, a minibiography of the group shot while they were on location for their newest film; Monty Python and The Holy Grail, their unique interpretation of the Arthurian legend; and Pleasure At Her Majesty's, the revue which matched the Pythons up with the Goodies, the cast of "Beyond The Fringe," and several other lunatic English comedy groups.

Other FESTIVAL '80 highlights include several film classics. Three Little Words features Fred Astaire and Red Skelton teaming up for a musical biography of the Kalmar-Ruby songwriting team. Van Johnson returns to pair up with Judy Garland, Spring Byington, and Buster Keaton singing their way through In The Good Old Summertime. The days of vaudeville are recreated by Betty Grable and Dan Dailey in Mother Wore Tights. The tribulations of

royal heritage set the stage for **The Student Prince**, as Edmund Purdom, Ann Blyth, John Ericson and Louis Calhern retell an old story. And the dynamic combo of Frank Sinatra, Shirley MacLaine, Maurice Chevalier, Louis Jourdan, and Juliet Prowse makes the most of Cole Porter's music and Abe Burrows' story in **Can Can**, the musical fling through Montmartre of 1890.

FESTIVAL '80 also features public television's regular fare of series and specials. The Cousteau Odyssey presents a new look at some historic wrecks; The National Geographic Specials investigate "The Invisible World;" Great Performances presents a new production of "Most Happy Fella;" Austin City Limits features Ray Charles; and Dick Cavett talks with Alistair Cooke. Viewers can also look for series episodes of such favorites as Nova, The American Short Story, The Voyage of Charles Darwin, Masterpiece Theatre, The Duchess of Duke Street, Mystery!, Bill Moyers' Journal, Washington Week In Review, and Wall \$treet Week.

The final evening of **FESTIVAL** '80 presents A Gala of Stars, a tribute to the growing partnership between public television and the performing arts. Hostess Beverly Sills presents some of the finest talents from the worlds of music, dance, and

opera.

The last thirty hours of FESTIVAL '80 are a marathon of programming, A Special Celebration With Steve Allen Performances filling this special range from comedy sketches to show tunes to The Mormon Tabernacle Choir. Guests include the original Broadway cast of "Ain't Misbehavin'," Pearl Bailey, Victor Borge, Julia Child, Stan Freberg, Mark Russell, George Shearing, Norm Crosby, and Barbara Walters, among others.

*WPSX/University Park does not participate in fundraising efforts.



Anna Massey, Joanna David, and Jeremy Brett are featured in the Mystery! series presentation of "Rebecca" during FESTIVAL '80.

"Pennsylvania" Schedule

Three weeks of special programming will preempt the regular broadcast of **Pennsylvania** in March. Friday, March 14, is part of the Festival '80 fundraising effort during which many special programs are aired. Because participating PPTN member stations want to offer these specials to their viewing audiences, **Pennsylvania** will not air during that time

On Friday, March 21, the fourth in a series of six special **Pennsylvania: Town Meeting** programs will air in the 9:00 -10:00 p.m. time slot. This **Town Meeting** program will be preceded by an update of the week's developments in state government.

On Friday, March 28, a two-hour special, **The National Nuclear Debate**, will preempt the weekly series. **Pennsylvania** will return at 9:00 p.m. on Friday, April 4, with discussion of important issues, features on community events, state governments reports, and the weekend weather forecast.

News From EEN

At the annual meeting in January...

• EEN Trustees voted unanimously to adopt by-law amendments which formally establish the new Interregional Program Service (IPS). IPS will operate independently within EEN with policies and procedures set by a 15-person Program Committee elected from among program service members.

• Sheldon P. Siegel, WLVT/Allentown president and general manager, was elected Vice President for Instructional Television.

Correction...

Our January newsletter included an article on an ITV Task Force recently formed by the Pennsylvania Department of Education. In the list of Task Force members, the name of Richard Daley, executive secretary of the Allegheny Educational Broadcasting Council, Inc., was inadvertently omitted. Our apologies.



The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

169 West Chocolate Ave. P.O. Box 397 Hershey, PA 17033

Study Reveals Changing Attitudes Toward Public Television

A survey conducted by Peter D. Hart Research Associates, Inc. for the Public Broadcasting Service (PBS) reveals that while attitudes toward television in general have substantially declined over the past two decades, public television enjoys favorable marks with viewers.

The Hart study, conducted in person last May among a scientifically selected cross section of 1,845 adults in Florida, New York, and Minnesota, notes that only 30% of those questioned were satisfied with their overall television service. At the same time some 60% characterized public television as either good or excellent.

In rating public and commercial television today, Hart found viewers gave public television high marks in terms of program quality. Sixty percent of the Hart respondents said public television's performance was either excellent or good, compared with 30% for commercial television. Over two thirds (68%) of those surveyed characterized commercial television's performance as either poor or fair, compared with 25% for public television.

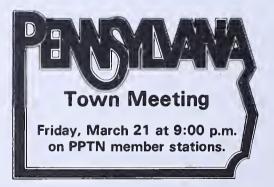
Hart found decided contrasts in what viewers perceive as the emphasis of public and commercial television. Sixty-one percent of the Hart respondents believed commercial television emphasizes relaxation and escape, while only 15% felt the same way with regard to public television. Conversely, 56% of the Hart respondents saw public television's emphasis as providing

a vehicle for involvement and education. Only 12% of those surveyed believed commercial television emphasizes that characteristic.

Significantly, the Hart respondents were equally divided in their preference for entertaining and informative programming on television. The same number — 39% in both cases — said it was "most important" for them to simply relax and be entertained by television, versus to become involved with the programs and learn something.

Those findings, Hart said, indicate viewers do not find entertainment and informational programming to be "mutually exclusive" and that viewers might welcome a greater concentration of pure entertainment on public TV. "For many viewers," Hart noted, "there is no hard and - fast boundary between the content of public broadcasting and the content of commercial broadcasting. They do not consider it inconceivable for public television to present a comedy or even a game show. The important point to remember is that the public television audience is interested in programming which is interesting, absorbing and stimulating; it does not require that such programming fit into predetermined or traditional categories."

By far, the most popular public television program cited by Hart respondents was the National Geographic Specials; 57% of the respondents said they watched these programs either regularly or occasionally.



On Friday, March 21 at 9:00 p.m., Pennsylvania: Town Meeting will take a look at pending legislation which would begin to remove the liquor business from state control and limit the power of the L.C.B. Pros and cons of this move will be discussed by representatives from state government, consumer advocates, and members of both the state store workers' union and temperance organizations.

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Vol. 1, No. 7

April 1980

a memo from the Pennsylvania Public Television Network

ewsweek = Cover Story

WQED/Pittsburgh will merge with "Newsweek" for a series of specials to be presented under the overall title Cover Story. The series, which is being funded by 3M, marks the first time the resources of a major news magazine and a television production center are brought together to produce specials for national telecast.

Each program will focus on a timely subject of national interest, amplified by news, sidebar, and feature components. The first three specials are currently in production for national broadcast this year.

First in the series is "Beyond The Year 2000," which contemplates what life might be like in the future based on the course now being charted. Two broad areas to be covered are sociology and technology of the future. The program will use drama, documentary, entertainment, and animation techniques. Actor Art Carney will host one segment which explores the future fate of the elderly and spotlights Grey Panther spokesperson Maggie Kuhn.

The second program is an assessment of the current American cultural explosion, featuring both the fine arts and the

performing arts. Included will be visits to individual artists, as well as institutions which house, administer or subsidize the arts. One major question to be explored is the extent of the media's effect on art.

The third program, tentatively titled "Adoption America," will examine the numerous complex issues that are part of the adoption process. Topics covered will include foster care, single parent adoption, interracial adoption, and the unadoptable child. The program will also look at the agencies administering the adoption process and pertinent legislation. Perspectives will be obtained from parents, professionals, government agencies, and religious organizations.

The programs on the arts and adoption are being designed to serve as lead-ins to local related programs. With background and resource material developed by WQED and incentive grants offered by 3M, PBS stations will be encouraged to follow the national telecast with local community outreach efforts. In the past, such efforts have often been in the form of live, studio call-ins to answer viewers' questions.

PPTN And Pennsylvania's Tercentenary

PPTN General Manager H. Sheldon Parker Jr. has been appointed by Governor Dick Thornburgh to serve on the Pennsylvania 300th Birthday Planning Committee which will handle preparations for the celebration of the state's tercentenary beginning in 1981.

Thornburgh designated former governor George M. Leader and Marian Bell of Pittsburgh to co-chair the 50-member group. The committee is composed of 35 members appointed by the governor; a legislator of each party in the state House and Senate; a designee of the state Supreme Court chief justice; the lieutenant governor; the secretaries of Commerce, State, Education,

and Community Affairs; the executive director of the Historical and Museum Commission; state party leaders in the U.S. House; and designees of the two U.S. senators.

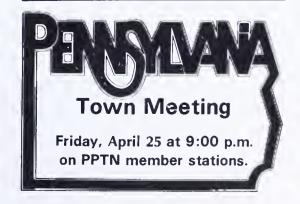
The seven PPTN member stations will help Pennsylvanians celebrate the tercentenary with a series of programs designed to provide a better understanding of the state's history, culture, and social development. The series is tentatively titled Pennsylvania History and will be produced by WPSX/University Park. It will be carried on PPTN's member stations during 1981 as part of the official tercentenary celebrations.

Program Stresses Importance of **Immunization**

In conjunction with the Pennsylvania Department of Health's statewide awareness campaign for childhood immunization, the seven PPTN member stations will air A Gift: An Obligation during April (Check local listings).

According to the Department of Health, parent apathy leaves many children without immunization against major childhood communicable diseases. A Gift: An Obligation emphasizes not only the importance of immunization, but also the necessity for keeping accurate health records. The program provides a clinical look at individual cases of children born early in this century who contacted diseases such as whooping cough, polio, diphtheria, and measles. It also chronicles the advances of medicine in lessening the effects of these dreaded diseases.

The half-hour program, narrated by Cliff Robertson, begins with commentary from Ginny Thornburgh, honorary chairperson of the Pennsylvania Committee on the International Year of the Child. Dr. H. Arnold Mueller, Secretary of the Pennsylvania Department of Health, concludes the program with a plea to parents to immunize their children and to keep complete and accurate records.





On

The

Air

To better acquaint our growing number of readers with public television in the state, each month "The Pennsylvania Connection" will profile one of the seven member stations of the Pennsylvania Public Television Network. First in the series of profiles is WLVT/Allentown-Bethlehem.

WLVT-TV Channel 39, serves the six-county area of Lehigh, Northampton, Carbon, Monroe, Berks, and Pike counties. This includes the tri-city area of Allentown-Bethlehem-Easton, the state's third largest Standard Metropolitan Statistical Area, following Philadelphia and Pittsburgh in total population served.

Channel 39 began operation in September 1965, the 100th public television station to go on the air. Sheldon P. Siegel has been the station's general manager and executive vice president, having helped to activate the facility in 1964-65. He was elected president of WLVT in March 1979.

The WLVT Board numbers thirty, representing local educational entities, business and industry, and civic and community leaders. For over five years, the station has been working with a Community Relations Advisory Board composed of 12 community and civic representatives.

Currently, thirty full-time employees staff Channel 39. In spite of having one of the smallest full-time staffs in public television, the station has gained a national reputation for continuing production of a substantially large percentage of local programming for





WLVT studios on Mountain Drive in Bethlehem.

the Lehigh Valley community. Over half of the full-time staff has been with WLVT for the 15 years the station has been on the air, and over two-thirds of the full-time employees have worked at the station at least ten years. Channel 39 relies to a large extent on part-time personnel, drawn from the local college community.

December 1979. For the 1980 fiscal year, only 19 percent of Channel 39 income is federally derived. Forty-three percent comes from the state, 20 percent from local sources, 10 percent from school-ITV income, and the balance from a variety of other sources, including production services and contracts. WLVT's major fundraising effort is its Great On-Air Auction which will be held this year from June 1-7 (the station's fifth). As WLVT enters its 16th year of community service, the station expects to explore opportunities for new alliances for programming and support with institutions and seek to develop mutually-advantageous relationships with nonbroadcast distributors on many levels. Towards this end, WLVT changed its corporate identification name to

Lehigh

the outset, will not."

Valley

Telecommunications Corporation in March 1980. According to Shel Siegel, "The technology will most certainly change, but the commitment to community service which has characterized our operation since

Public

WLVT's operating budget, less than

\$100,00 in its first year, will be nearly \$2

million in the 1980 fiscal year. This includes

expected income from the National

Telecommunications and Information Administration to help defray the cost of a

new RCA TV Transmitter installed in



WLVT's Great On-Air Auction.

The Pennsylvania Public Television Network Commission

The Pennsylvania Public Television Network Commission consists of 22 members with varying backgrounds, professions, and areas of expertise to ensure diversity and equal representation of interests. The Governor, with the advice and consent of the Senate, appoints six members who serve for terms of six years. In addition to designating a chairman of the Commission, the Governor also appoints two members representing private and public education.

Ex-officio members are the Secretary of Education, the Chairperson of the Pennsylvania Council on the Arts, the Chairperson of the Network Operations Committee (NOC), and a member from each of the seven governing boards of public television licensees serving the Commonwealth. The President Pro Tempore of the Senate, the Minority Leader of the Senate, the Speaker of the House, and the Minority Leader of the House appoint majority and minority party representation.

At the time of its creation in 1968, the Commission was mandated to set priorities, determine policies, and encourage creation of a dynamic, free and effective public television service for the citizens of Pennsylvania. This insert, prepared by the PPTN Public Information Office, profiles the various people who have the responsibility for carrying out these mandates.

At the time this insert was being prepared, PPTN Commission Chairman Philip Berman received the resignation of Mrs. Gustave G. Amsterdam, the 22nd member of the Commission. Governor Thornburgh has not yet appointed anyone to fill the vacancy.



Philip I. Berman, Commission Chairman



Andrew M. Bradley



Donald Y. Clem

Chairman of the Board, Hess's Department Stores

CPA; Chairman, Board of Trustees, Lincoln University

Chairman of the Board and Chief Executive Officer, McConway & Torley Corporation

Ursinus College; Honorary degrees from Ursinus, Lehigh University, and Hebrew University

University of Pennsylvania's Wharton School of Business; Thompson Business College; Honorary Doctorate, Lincoln University

B.S., The Pennsylvania State University, Industrial Engineering

Art collector, world traveller, and civic leader; Recipient of numerous honors for business and humanitarian activities

Board of Trustees of newly-created Association for Public Broadcasting; Received Award of Excellence from American Society for Public Administration; Hobbies in minicomputers and photography Director of Suburban General Hospital; Former District Commissioner, Boy Scouts of America; Served as chairman and president of numerous local, state and national organizations



Sen. W. Louis Coppersmith

Senate of Pennsylvania; 35th District; Member, Margolis & Coppersmith Law Firm

University of Pennsylvania; Harvard Law School

Member, Board of Trustees, University of Pittsburgh; Former Assistant District Attorney of Cambria County; Member and past president of the Board of the Cambria County Association for the Blind



Marlowe Froke

Director, Media and Learning Resources in Continuing Education, The Pennsylvania State University

B.S., South Dakota State University, journalism; M.S., Medill School of Journalism, Northwestern University

Former TV news and program director; Former professor; Served on numerous University committees, commissions, and task forces



Dr. Helen B. Craig

Research Director, Western Pennsylvania School for the Deaf

B.A., University of Pittsburgh, Sociology and English; M.A., Willamette University, Education; Ph.D., University of Pittsburgh, Communications Research; Phi Beta Kappa

Editor, DIRECTORY OF PROGRAMS AND SERVICES, AMERICAN ANNALS OF THE DEAF; Author of numerous articles and books on education and special problems of deaf children



Dr. John O. Hershey, Commission Vice-Chairman

Chairman of the Board and President, Milton Hershey School

B.A., Taylor University; M.A. and Ed.D., University of Pennsylvania; Honorary Degrees, Taylor University and Ricker College

Active in many civic groups and holds board positions on numerous organizations; began career at Milton Hershey Schools as houseparent, teacher, counselor, superintendent, to current position



Eugene M. Dougherty

Secretary-Treasurer, Kleen Vending Company

B.S., King's College, Business Administration; American Institute of Banking, Philadelphia

Director and Chairman of Sight Development Committee for Can Do Industrial Development Authority of Hazleton; Director, Pennsylvania Automatic Merchandizing Council; Recipient of several honors for civic achievements



Joseph D. Hughes

Attorney

B.S., Auburn University; J.D., George Washington University; LL.M., Georgetown University; American University, Graduate School of Public Affairs; Several Honorary Degrees including LL.D. from Auburn University

Retired Brigadier General; President, National Wildlife Federation Endowment; Former Director, Corporation for Public Broadcasting; Awarded Pennsylvania Distinguished Service Medal



Philip Klein

Civic Leader

University of Pennsylvania, University of London; Holds three Honorary Degrees

Former reporter, publisher, and president of own advertising agency; Serves on numerous committees, boards and civic organizations



Dr. Herman Niebuhr, Jr.

Associate Vice President and Assistant to the President for Planning Coordination, Temple University

B.S. and M.S., City College of New York, Psychology; Ph.D., University of Pennsylvania, Psychology

Conducts Temple Graduate Seminar in "Invention of Social Systems;" Awarded Ford Foundation Study Grant to observe West European higher education; Headed team to study Indian universities



Frederick E. Leuschner

Assistant Executive Director for Public Relations, Pennsylvania State Education Association

B.A. and M.A., The Pennsylvania State University

Judged Silver Anvil Awards, nationwide competition for public relations practitioners; Member of National Education Association's advisory committee on press, radio, and TV; Former instructor of public speaking



David L. Phillips, NOC Chairman

Director of Broadcasting Services, The Pennsylvania State University; General Manager, WPSX-TV

B.S., University of Illinois, Communications/ Journalism

Served on numerous educational television committees; Licensed amateur radio operator; Licensed private pilot; Home computer hobbyist



Rep. Harold F. Mowery, Jr.

State Representative, 87th District

B.S., Dickinson College, Economics and Psychology; C.L.U. degree in insurance

Executive of his own life insurance business, Mowery Associates; civic and business leader



Louis I. Pollock

President, Morris Coupling and Clamp Company

B.A. and M.A., University of Michigan

Director of The First National Bank and General Telephone Company; Trustee and Chairman of the Board, Villa Maria College; Civic leader; Enjoys sailing



Diana R. Rose

Chairperson, Pennsylvania Council on the Arts

B.A., Duke University, Business Administration, Phi Beta Kappa; M.A., University of Pittsburgh, Fine Arts

PITTSBURGH MAGAZINE art critic; Advisor to Governor Thornburgh and chairperson of Gubernatorial Inaugural Arts Committee; University of Pittsburgh Lecturer; Author, "Calder's Pittsburgh" for ART NEWS



Dr. Gerald J. Specter

Executive Vice President, Pennsylvania Health Care Association

B.S. and Ph.D., University of Pittsburgh; M.S., public health, University of North Carolina

Served as consultant in India for World Health Organization; Author of numerous health care related articles; Currently president of Central Pennsylvania Family Planning Council



Dr. Robert G. Scanlon

Secretary, Pennsylvania Department of Education

B.S., Duquesne University, Elementary Education; M.A., Duquesne University, Administration; Ed.D., University of Pittsburgh, Elementary Education

Editorial board member, EDUCATIONAL RESEARCHER and URBAN EDUCATION FORUM; Authored numerous publications, research reports, and papers



Rep. David W. Sweet

State Representative, 48th District

B.A., University of Pennsylvania, History; M.A., University of Chicago, Social Science

Presently attending Dickinson School of Law, Carlisle; Publisher "Plans and Programs for Corrections: The Cave of the Blind" for CRIME AND DELINQUENCY journal



Sen. Richard A. Snyder

Senate of Pennsylvania, 13th District; Former partner, now "of counsel" to Barley, Snyder, Cooper & Barber Law Firm

Moravian College; B.A., Franklin and Marshall College; LL.B., Temple University Law School

Board of Trustees, Moravian College; Author of numerous editorials in WALL STREET JOURNAL; Awarded Comenius Award, Moravian College and Distinguished Pennsylvanian Award, William Penn Committee of Philadelphia



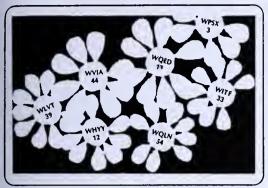
Donald H. Tollefson

Sports Director, WPVI/Philadelphia, Channel 6, "Action News"

Stanford University

Named Sportscaster of the Year by Pennsylvania Sports Hall of Fame; Youngest football announcer for ABC Sports; Editor-inchief, THE STANFORD DAILY at 19

Station To Station



WQED/Pittsburgh was one of five TV stations that made its studio facilities and satellite capabilities available for a symposium cosponsored by the National Association of Manufacturers and the National Task Force on Technology and Society. Hartford, Washington, D.C., Dallas, and San Jose were the other cities who helped make possible this closed circuit seminar titled "Innovation: Impact on the 80's." This is a prime example of the application of telecommunications technology in serving real public needs.

The TV Is For Learning Graphic Expo contest, sponsored by WITF/ Hershey, has been completed. Seventy-five pieces of art have been chosen from students of member

ITV schools. The art work will be made into slides to be used for on-air station breaks and spot announcements. The original student drawings will also be made into a traveling art exhibition with the first display to be held at the Lebanon Valley Mall in April. The Mall exhibition will be part of the Lebanon Valley Children's Festival. WITF's Chocolate Moose will be on hand to meet the children and give away autographed pictures.

The Eastern Intercollegiate Wrestling Association (EIWA) Championships have been telecast by **WLV.T/Allentown** for the past 13 consecutive seasons. Recently, EIWA Officials Association surprised Channel 39 announcers Shel Siegel and Larry Sheridan with citations that honored them for "accurate and sensitive commentary on the meets for over a decade..."

Rajmund Klekot of the Warsaw Mime Theatre was featured on two specials produced by **WPSX/University Park**. The first program was an adaptation of Klekot's "The Wanderer," which he performed at the University in December. A conversation with Klekot and his collaborator Margaret Perdue was the follow-up broadcast. Klekot also talked to area school students about the

history of mime and demonstrated his technique.

Another Roadside Attraction is WVIA/Scranton's monthly musical series which showcases regional talent. The program, simulcast over FM radio, features a diversity of guests from the Asparagus Sunshine, jazz musicians playing a big band sound to the Audubon Quartet, a formally attired group playing stringed instruments. Another Roadside Attraction is underwritten by Stereo House record company.

According to Karen Black, volunteer coordinator for **WQLN/Erie**, senior citizens goups have made a major contribution to volunteer activities at the station in the last few months. Faced with an enormous mailing in early January, Karen called activity coordinators at a senior citizens' apartment complex and at three area nursing homes. The results were so good that senior citizens are now involved in everyting from clerical support to tour guides. "They are among my favorite volunteers," says Karen enthusiastically. "They bring energy, reliability, and a wealth of experience to

Jane Gaynor is the new Director of Public Information at **WHYY/Philadelphia**.

every job they tackle."

The Annual Auction

Public television stations in Pennsylvania are once again preparing for their annual auctions. And once again, local viewers will be able to take advantage of an assortment of bargains and unusual buys.

Businesses from all over the state have donated goods and services to be auctioned in support of public television. The auctions proceeds, combined with federal and state funding, program underwriting and viewer contributions, help subsidize station

operating costs. Last year's auctions yielded a total of \$1,175,411 to assist in funding public television in Pennsylvania.

The time and effort of local volunteers contribute greatly to the success of the auctions. They contact businesses in search of items and services to be auctioned. Many of these same people will be answering phones and taking bids throughout the live broadcasts.

This year's auction schedule is as follows:

WLVT/Allentown June 1-7
April (art)
WQLN/Erie April 18-25
WHYY/Philadelphia May 6-9 (art)
May 12-17
WQED/Pittsburgh April 12-13 (art)
April 19-26
WVIA/Scranton June 10-16
WITF/Hershey May 11-17
WPSX/University Park does not
participate in fundraising efforts.

The Vietnam Project

The Public Broadcasting Service recently received a \$1.2 million production grant from the National Endowment for the Humanities (NEH) in support of a series of documentaries on the Vietnam conflict. The proposed 13-part series will be the first and most comprehensive collection of television documentaries to explore the political, diplomatic, cultural, and military aspects of the Vietnam era in the United States and the world.

The series, whose working title is "The Vietnam Project," will include candid interviews with key participants in the Vietnam struggle, stretching from 1940 to 1975 and including the wars in Laos and Cambodia. Two years of research and development have already gone into the series, which will also feature stock news

footage — much of which has not been seen in this country — from the Swedish, British, and French television networks. ABC News, in an unprecedented collaboration, has made available its entire Vietnam archive to the project and contributed \$50,000 toward preparation and recording of interviews.

"The Vietnam Project," a production of WGBH/Boston, will rely on more than 40 historians, archaeologists, and journalists from the United States, South and North Vietnam, France, Great Britain, and Australia as consultants. "The series will provide the opportunity for serious viewers to examine the entire record, giving due weight to the Vietnamese and French as well as the American experience," producer Richard Ellison said.

Total production costs for "The Vietnam Project" are expected to be approximately \$4 million. Aside from the NEH grant — the largest of its kind ever given — support for the project is being provided by PBS, WGBH, ABC, and the George D. Smith Fund, Inc. of San Francisco. Additional funds will be sought from foundations and other private sources.

Stanley Karnow, a contributing editor to Newsweek International, will be chief correspondent for the project. An air date of fall 1981 is tentatively scheduled for the series to be broadcast nationwide. After the series is aired, it will be made available to high schools and colleges for use in courses dealing with the Indochina conflict.

WQED Honored For Community Service

WQED/Pittsburgh has been awarded the 1980 Media Award for Public Service by the Pittsburgh Community Crime Prevention Coalition for A State of Fear, a locallyproduced Action Special, broadcast in January. A State of Fear, a three-hour examination of rape, was the first of this year's monthly Action Specials, live programs designed to provide viewers with immediate information about an issue of particular concern to the tri-state area. WQED is one of 8 community members and organizations honored by the coalition for contributions to crime prevention. The awards were presented in observance of National Crime Prevention Week.

Seminar On Freedom and Mass Communication

The Freedoms Foundation at Valley Forge, Pa. announces a one-week seminar on Freedom and Mass Communication, to be held on its campus from July 6-11, 1980. Its purpose will be to analyze the status of freedom and individuality in the midst of the worldwide communications revolution.

The following topics will be explored: the dialectic of film and teleplays and its effects on the viewing audience; the role of print media in the dissemination of news, standards of accuracy, and the formulation of attitudes and opinions; international communications and problems relating to communications satellites; censorship and control of the media, the characteristics of a free press, and First Amendment Rights; the nature and uses of propaganda and methods of content analysis; the effects of

modern advertising techniques on freedom of choice, establishment of needs, and the satisfaction of wants; polls, their accuracy, the constituencies they serve, whether they predetermine attitudes and viewpoints, and their direct effects on politics and consumerism; and the problem of access to the media for meaningful public and other groups.

The seminar is a unique academic program utilizing some of the foremost experts in this field. The cost per person is \$350; scholarships are available. Two graduate credit hours for successful completion will be given by an accredited college or university, to be announced. For details and descriptive literature, write or call the Freedoms Foundation at Valley Forge, Valley Forge, Pa. 19841 (215-933-8825).

Celebration of the Child

Childhood has its own special moments that tend to be forgotten with the passage of time. Celebration of the Child, premiering Wednesday, April 23 on most PPTN member stations (check local listings) contains more than 1000 photographs by Clay Nixon, an award-winning photojournalist, who has traveled extensively throughout the world documenting the lives of children in both urban and rural environments.

This special is unique because it employs the multi-image techniques of recent multi-media shows with a documentary style approach. Children speak directly about their own experiences and raise profound questions with their replies. "I want to know what happens when I die, but I don't want to die to have to find out," says one 8-year

old.

Growing up can be rough, even in the best of circumstances. How do you explain child abuse to a child? How do you answer this young boy's question, "Parents are supposed to be older than children and are supposed to know better...then why are they beating the children?"

Celebration of the Child premiered at the 1979 National Governors' Conference. It celebrates the child's growing consciousness of the world, and offers a gentle glimpse of childhood. As one 7-year old described it, the greatest joys of being a kid are "not having to take the garbage out, not having to pay taxes, not having to pay for the rent of an apartment, and not having to find a chick to marry."



Celebration of the Child is a special focusing on the many experiences of childhood throughout the world.

Not DCA

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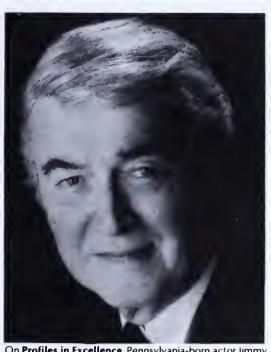
"Profiles in Excellence" Features Pennsylvania Artists

The seven PPTN member stations will present a one-hour tribute to the arts in Pennsylvania on Tuesday, May 27 at 9:00 p.m. (WVIA/Scranton will air the program on May 27 at 10:00 p.m. and WQED/Pittsburgh, on Monday, May 26 at 10:00 p.m.)

Profiles in Excellence will highlight the arts and crafts in Pennsylvania by focusing on recipients of the first Hazlett Memorial Awards for Excellence in the Arts. The ten artists will be profiled through interviews, demonstrations, rehearsals, informal conversations, and testimonials. They will be seen in their working environment, and will discuss their lifestyle and commitment to their chosen art or craft.

The special will also highlight "The Arts in Pennsylvania: Issues for the 80s," a statewide conference sponsored by the Pennsylvania Council on the Arts. During the conference, Governor Dick Thornburgh will present the Hazlett Awards to the ten recipients, and the first Distinguished Pennsylvania Artist Award to actor Jimmy Stewart, a native of Indiana, Pa. The conference will also be the showcase for performances and exhibitions of the ten award recipients.

Artists and their award categories are Eugene Ormandy, music; Edna Andrade, painting; Gerald Stern, literature; Ray K. Metzker, photography; Harry Bertoia,



On **Profiles in Excellence**, Pennsylvania-born actor Jimmy Stewart will be seen receiving the first Distinguished Pennsylvania Artist Award.

sculpture; Alvina Krause, theatre; Arthur Hall, dance; Sondra Myers, service to the arts; Dwinell Grant, media arts and Natale Rossi, crafts.

Funding for production and promotion of **Profiles in Excellence** was provided by a grant from Alcoa Foundation. The program is produced by WPSX/University Park.

"Pennsylvania"

During May, the weekly series Pennsylvania will focus on the many cultural and historic attractions and events the Commonwealth offers both residents and visitors. The four weeks of programming will also examine Pennsylvania's first statewide travel and tourism campaign, including the economic, environmental, and social impact of increased tourism in the state.

On Friday, May 2, **Pennsylvania** will look at the state park system, with a profile of Presque Isle State Park in Erie County. The program will also feature an historical look at the Pennsylvania State Police on their 75th anniversary.

The May 9th program will focus on the state's waterways and related activities, including canoeing, boating, and rafting.

Pennsylvania's historical sites will be featured on the May 16th program. Additional topics will be Memorial Day activities around the state, the Gettysburg Address, and the Lehigh Valley Covered Bridge Festival.

On Friday, May 30, the state's hiking and biking trails will be highlighted, with a profile of the Golden Eagle Trail in Lycoming County. The program will also include a look at some additional Memorial Day celebrations.

School Improvement Teleconference

The seven PPTN member stations will make possible a statewide teleconference on school improvement to be held Wednesday, May 21 from 1:30 -- 3:30 p.m.

The Pennsylvania Department of Education (PDE) will use the interconnect capability of the PPTN microwave system for interaction between those viewing the teleconference and those participating in it. Education Secretary Robert Scanlon and the

PDE's school improvement team will be able to react to questions that viewers call in to the studios of the seven member stations.

The primary audience for the teleconference will be school improvement teams at 78 school districts throughout the state. Other school personnel, students, parents, and community members are also encouraged to watch the broadcast.

Elements of the teleconference will be a

brief presentation on the need for school improvement, the process for developing school improvement plans at the school district level, examples of good school practices, and PDE resources available to districts engaged in school improvement. Most of the teleconference will be devoted to questions and dialogue among PDE and district staffs.



On

The

Air

WQLN/Erie, Channel 54, has come a long way from its first "home" in the basement of then general manager Robert Chitester's residence to its present contemporary facility; from an original bank account of \$3,000 in 1966 to a 1980 budget of over \$4 million; and from an initial program schedule of 21 hours a week to the current schedule of over 15 hours a day.

The first steps to bring public broadcasting to Northwest Pennsylvania were taken in 1953 by Educational Television of Erie, Inc. Although the group did not immediately succeed in constructing a station, a channel was reserved for educational use.

In June 1964 the organization became Educational Television of Northwest Pennsylvania, Inc. and renewed efforts to establish a noncommercial television station primarily intended to serve Erie and Crawford counties. In 1967 the goal was achieved and WQLN-TV/Channel 54 began regular broadcast service.

The corporate name changed again in 1971 to Public Broadcasting of Northwest Pennsylvania, Inc. in preparation for the addition of an FM radio facility. WQLN-FM signed on in early 1973.

In 1979 the WQLN corporate structure was expanded to include two subsidiary corporations — Penn Communications and Public Communications. Both companies function internationally as sources of revenue and programming for the WQLN operation.

Three additional accomplishments in 1979 expanded and improved the WQLN organization. An eleven-person community advisory board was created from a cross section of local citizens to advise WQLN's Board of Directors on the Corporation's programming and community service. A \$500,000 tower and antenna project to improve Channel 54's television signal was completed. The project included the addition of a new TV antenna and the upgrading of important transmission equipment. And a new state-of-the-art remote production vehicle was built, the third in a line of such equipment operated by the station.

Today Bob Chitester is president of Public Broadcasting of Northwest Pennsylvania, Inc. and David Roland is executive vice president and chief operating officer. The 22-member Board of Directors is chaired by W. Craig McClelland. Under their leadership, WQLN-TV and WQLN-FM continue to rank

WQLN



WQLN's Fall Festival

in the top 10 percent of all public broadcasting stations in both audience penetration and membership support.

In addition to the strong Pennsylvania service provided by WQLN, the Erie facility has become increasingly involved in national production activities. WQLN's Free To Choose series with Nobel laureate Milton Friedman just completed its first PBS run. Several other major projects are presently in development including humorist Stan Freberg's Federal Budget Revue and The War Called Peace, a 90-minute special

dealing with the subject of Soviet aggression.

WQLN has come quite a distance in its relatively short existence, and it has even bigger plans for the future. Chairman of the Board W. Craig McClelland's concluding words in the latest annual report reflect WQLN's direction: "As WQLN heads into the Eighties, it is gaining in strength. The corporation is diversifying its funding and operating base to take advantage of opportunities that the exciting new technological future will offer."



WQLN's satellite service provides multiple channel opportunities.



Pennsylvania

Artists

There is little doubt that the arts are alive and well in Pennsylvania, and not just in metropolitan areas. There is concern, however, about the impact of increasing economic pressures on the arts and artists.

Recent public hearings on the state of the arts in Pennsylvania raised several questions concerning the arts in the 80s: What legal and financial services are available to artists today? What should be available? What is the role of local government and the arts? What kind of support can the arts expect from business and foundations in the next ten years.?

In May, which has been proclaimed Arts Month by Governor Dick Thornburgh, a statewide conference will consider these issues and acknowledge the abundance of artistic talent in the Commonwealth. "The Arts in Pennsylvania: Issues for the 80s" will also be the forum for presentation of the first Hazlett Memorial Awards for Excellence in the Arts in Pennsylvania. The ten award winners are profiled in this insert, prepared by the PPTN Public Information Office.

The ten winners will also be featured on Profiles In Excellence, airing Tuesday, May 27 at 9:00 p.m. on most PPTN member stations. WVIA/

Scranton will air the program on May 27 at 10:00 p.m., and WQED/Pittsburgh, on Monday, May 26 at 10:00 p.m.

Edna Andrade

Painting



Born in Portsmouth, Virginia, Edna Davis Wright was encouraged at an early age to draw. She recalls that her father's interest in bridges and building had a formative influence on her fascination with structure. In 1933, she enrolled in the Pennsylvania Academy of Fine Arts and the University of Pennsylvania, graduating in 1937.

In 1938 she began her teaching career; and from 1939 to 1941 she taught drawing and painting at Tulane University. Her marriage in 1941 to architect Preston Andrade brought her into more contact with the fields of architecture and design.

Since 1946 Edna Andrade has lived and worked primarily in Philadelphia. In 1958 she joined the faculty of the Philadelphia College of Art. Her paintings, which were sharply realistic, became more concerned with abstraction and structure during the late 1950s. During this transition, her first major one-woman exhibition, held at the Philadelphia Art Alliance in 1954, was devoted to drawings and paintings of the seacoast and of her beachcombings. In the early 1960s, her work became gradually less representative as she experimented with pale pastel colors and patterns of overlapping shapes. In part, her experience teaching color and design courses at the Philadelphia College of Art, led Andrade to investigate optical phenomena and systems of geometry and proportion.

Around 1965 her paintings received increased national attention and were included in a number of exhibitions of optical art, including the Philadelphia Art Alliance, "Optical Painting;" the Fort Worth Art Center, "The Deceived Eye;" and the Des Moines Art Center, "Art with Optical Reaction." In 1967 Andrade's one-woman exhibitions appeared at the East Hampton Gallery in New York and the Peale House Galleries of the Pennsylvania Academy.

Always interested in projects involving architecture, Andrade has been commissioned for various works in the Philadelphia area, including an ornamental altar screen for the Church of the Good

Samaritan to a marble mosaic mural for a branch of the Free Library of Philadelphia.

Andrade's work of the last decade has involved many drawings of great delicacy and precision. During the summer of 1971, she was artist-in-residence at Tamarind Institute at the University of Mexico, where she completed ten editions of lithographs. She spent the summer of 1977 at the University of Saskatchewan in Canada as a guest artist and in January of this year, she was a guest lecturer at the University of Zulia in Maracaibo, Venezuela. At the same time, she is deeply involved with the Philadelphia art community, with her students, and with numerous panels and committees. She has been a visiting member on the faculties of the Hartford School of Art, and Skidmore College, and served one year as art professor at Temple University.

Andrade's paintings and prints have won a number of prizes over the years and are in

the collections of many museums including the Albright-Knox Gallery in Buffalo, the Baltimore Museum of Art, Yale University Art Gallery, the Philadelphia Museum of Art, and the Pennsylvania Academy.

Andrade's paintings have grown increasingly subtle over the last five years. "Cool Wave" has been called a thoughtful painting; its geometric precision is filled with poetry. "The trace of fine lines appears to glow slightly and makes one think of light catching along the threads of a spiderweb." The artist has expressed her aims in a statement that links the sophisticated simplicity of a painting such as "Cool Wave" with the tradition of making patterns: "I find myself in the ancient tradition of all those anonymous artisans who have painted pottery and tiles, laid mosaic pavings, woven baskets and carpets...Our tradition reaches back through eons of time to that genius who first drew a circle and used its magic."

Harry Bertoia

Sculpture



Harry Bertoia's award was presented posthumously.

Harry Bertoia was born in 1915 at San Lorenzo, Italy. He came to America with his father in 1930. After a year of Americanization classes at the Davison School, he entered Cass Technical High School in Detroit, a public school which for the past fifty years has maintained a special program for talented students in arts and sciences. At Cass Tech he had classes in jewelry and handcrafts, as well as in drawing and painting. Upon graduation in 1936, he won a scholarship to the Art School of the Detroit Society of Arts and Crafts.

In 1937 a scholarship awarded on the basis of his work in metal crafts at Cass Tech sent him to the Cranbrook Academy of Art in Bloomfield Hills, Michigan, which profoundly affected his career. Cranbrook was a gathering of artists who taught and learned from each other under ideal conditions. Cranbrook was a significant factor in the artistic development of Harry Bertoia. "The basic thought was simple and good," Bertoia said. "The many artists from Cranbrook now working in their chosen fields demonstrate the worth of the idea."

In 1939 the architect Eliel Saarinen, director of the Cranbrook Academy of Art, asked Bertoia to stay on to start a department of metalworking. He became an expert silver craftsman, producing an elegant tea service, in addition to quantities of unusual abstract jewelry.

In 1943 Bertoia was married and living in Southern California, having been lured there by his friend and Cranbrook colleague, Charles Eames. Eames wanted Bertoia to help with the design of a chair he was trying to perfect. In addition to his design work on

the chair, Bertoia was able to contribute to his adopted country's war effort by working on airplane parts manufactured by Evan Products Company, of which Eames was director for research and development.

Bertoia received his citizenship in 1946. After the war he worked at the Point Loma Naval Electronics Laboratory, doing layouts for reports of scientific studies. His contact there provided an exposure to the sciences for his inquiring mind — "one day talking to a marine biologist and the next day to a physicist, each one opening up whole new worlds." It was at this time that Bertoia started making sculptures after hours.

At first Bertoia loved Southern California. But after three or four years he began to realize how much he missed the variety of changing seasons. When Hans Knoll made a proposal that would permit him to return East under conditions that would insure his being able to support his growing family, he accepted. Knoll Associates Inc., an international firm promoting good furniture design, provided Bertoia with a liberal program for design and development of furniture and considerable freedom to do what he liked.

Bertoia set up his studio in Bally, Pennsylvania, between Reading and Allentown. He settled his family in a 200-year-old farmhouse in nearby Barto, among the rolling hills of some of the most beautiful and productive farmland of Eastern Pennsylvania.

From 1950 until his death in 1978, Bertoia

was actively productive, gaining momentum as he worked intermittently on furniture designs and increasingly on the sculpture which became his only interest. For his accomplishments in the field of architecture, Bertoia was awarded the Craftsmanship Medal of the American Institute of Architects in 1956. The Pennsylvania Association of the American Institute of Architects also presented Bertoia with Fine Arts Medals in 1963 and 1967, and he was the recipient of an honorary doctorate from Muhlenberg College of Allentown in 1971.

A European trip in 1957, made possible by a grant from Chicago's Graham Foundation for Advanced Studies in the Fine Arts, gave Bertoia a chance not only to visit his family, but also to see historic art treasures and some of the famous museum collections throughout Europe. His own sculptures went on exhibit at the Brussels World's Fair the following year.

Bertoia also produced an uncounted number of small sculptures which have been purchased by museums, such as the Milwaukee Art Center and the Long Beach Museum of Art. Art historican Aline Saarinen has said that "in sculpture his eye is almost infallible; he seems to have an intuitive flair for three-dimensional objects."

Exhibitions of Bertoia's sculpture appeared in many cities including New York, Chicago, Seattle, Hartford, Baltimore, and Omaha. At the Standard Oil Plaza in Chicago, Bertoia's ''Sounding Sculpture'' is permanently on display. Other permanent

works include a sculpture installation at the Maryland School System in Baltimore, and the Memorial Fountain at Marshall University in West Virginia.

Architects with whom Bertoia have worked are unanimous in describing their association with him as a delightful experience. His "extraordinary sensitivity to architectural spaces and problems" has been attested to by more than one, as has his ability to visualize from blueprints and prelimary stages of construction.

One large group of works Bertoia called his "sounding pieces" were based on groups of interacting wires that produced audible tone. Through experimentation with this format, he produced a great number of works. While they strongly resemble each other, subtle variations in size and proportion, spacing and location determine the sounds, movement and appearance of each work. In discussing these works of art Bertoia explained, "...I was surprised at one time to see the relationship between the quality of the sound and the visual aspect of the same work; it seems to be a sound portrait of what it looks like."

In the introduction of the film "Harry Bertoia's Sculpture," Eleanor T. West wrote, "...His works are never signed and seldom named. His sculpture seems to belong more to the people who see it than to the man who created it... The sculpture of Harry Bertoia is elemental; sometimes stark, sometimes gay. It is a rediscovery, a remembering, an experience."

Dwinell Grant

Dwinell Grant was born in Springfield, Ohio, in 1912 and began painting as a child under the guidance of his grandfather, a strict traditionalist. He spent a year at the Dayton Art Institute before deciding that he was better suited to a more conservative school. At this time he was ready to abandon art in favor of medicine had he not been accepted at the National Academy of Design in New York. Ironically, he soon lost interest in objective painting to develop an imaginative abstract style for which the Academy had little use.

These were difficult years for avant-garde artists. Public resistance to the new movement was so strong that Grant prudently included several of his representational landscapes in his first oneman show in 1935. It was a ploy he helped would prove that he really could paint.!

In 1935, Grant returned to Ohio to teach art and drama at Wittenburg University. Experience with stage lighting and direction led to the creation of animated films with abstract themes. Grant began making abstract animation films in 1940 and

Media Arts



continued for the next ten years with five completed compositions and a number of short experiments. In 1941-42 he was assistant to Hilla Rebay, Director of the Solomon R. Guggenheim Foundation and was also a member of the American Abstract Artists.

Between 1942 and 1947 he was animation director of a New York education and industrial film company, making training films for the United States Navy. He wrote the scripts, sketched photographs and organized the materials for these films into a constructive and aesthetic tool for learning. The films and manuals are translated into many languages and distributed worldwide. In 1948 Grant received a Guggenheim Foundation grant to develop a theory of abstract film composition. His abstract compositions have been exhibited throughout the United States.

Dwinell Grant's contribution to American Art follows in the path of such pioneers in Europe as Mondrian, Kandinsky and Klee. His paintings are in the permanent collections of the Guggenheim Museum, New York; the Dayton Art Institute, Ohio; Evansville Museum, Indiana; the University of New Mexico, Albuquerque; and in numerous private collections.

With a grant from the National Endowment for the Arts, Anthology Film Archives compiled a catalogue of American independent films made before 1960. In the course of this research a series of neglected films made between 1940-49 by Grant were rediscovered. The Selection Committee of

Anthology Film Archives chose three of his films for their permanent repertory.

CONTRATHEMIS (1941) is a silent film built upon the synchronization of graphic and rhythmic elements. Grant used muted colors to control the tone of the whole image moment by moment. Grant's most remarkable use of color is in his COLOR SEQUENCE (1943) in which full screen solid colors alternate in a flicker rhythm. The third film chosen was STOP MOTION TESTS

(1942), a pixillated self-portrait of the filmmaker in his studio.

Although trained as a portrait painter and medical illustrator, Grant has been working nonobjectively since 1933. He has specialized in animation for medical films, first at the company he co-founded in New York City and since 1955 as a freelance scriptwriter and animation designer based in Bucks County, Pennsylvania.

Arthur Hall

Arthur Hall's Afro-American Dance Ensemble is a versatile performing company which traces the development of black dance from its African origins to its contemporary expression in American jazz and modern form. Clothed in authentic costumes, Arthur Hall and his company of seven drummers and dancers perform a blend of African, Caribbean and Afro-American works.

"Orpheus," the first full-length black ballet, "Fat Tuesday and All That Jazz," and the current production of "The Billy Holiday Story" are among Hall's choreographical credits. He has also made guest appearances on "The Mike Douglas Show," "Live at Wolf Trap," "Africa's Children," and "Repertory Workshop."

Hall has been a dance instructor at numerous schools and colleges. At Newark's Brookside Elementary School, Arthur Hall and his Afro-American Dance Ensemble proved they have a way with children...and parents. After he started leading the group, all that could be heard was the beat of his partner's drum. As Hall warned, the evening's dance workshop was harder on the parents than the students. "It's a night of relaxing," he told them, "but you will be sore tomorrow." But all participants were equally enthralled, springing into the air in their stocking feet as they followed Hall. Exercises soon turned to dance movements and the pace quickened. "From the heart, we're holding hands," Hall chanted as the costumed drummer kept thumping a beat. At Brookside for only two days, Hall was a favorite of the children. "What's the number one hit in the elementary schools?" he cried. "Che che ku la," the children shouted back, and the group proceeded to dance and sing instantaneously a Ghanaian song.

Some of the honors bestowed upon Hall were the Philadelphia Department of Recreation Award; the Philadelphia Human Relations Award; the Mayor's Award from Memphis, Tennessee; and Partners of the Americas Cultural Exchange, Brazil.

Many varied sources have been part of Hall's dance education. He has studied in New York City at the Katherine Dunham School; and in Philadelphia at the John Hines School of Dance, the Judimar School of Dance, and the University of Pennsylvania. The study of dance has also taken Hall to

Dance

Ghana, Haiti and Nigeria. It is from Nigeria's University of Ile-Ife that Hall named a museum located in North Philadelphia. The Ile-Ife Museum of Afro-American Culture is the fulfillment of a life-long dream by Hall and his troupe of dancers and percussionists. The keynote of Ile-Ife is towards education. As the guides lead tours, they attempt to convey to the visitor the mentality and

spiritual nature of the African. Individual guides give demonstrations of traditional dance and music upon completion of the gallery tour.

Arthur Hall and his dance troupe appear to be inspired by an African spirit. Whether they are performing a dance of welcome or one of invocation, they convey happiness and a love of life.



Theatre



In her 56 years of teaching theatre and directing productions, Alvina Krause's vision of the theatre and her commitment to excellence have inspired generations of America's actors and actresses. At 85, she continues to inspire, having come out of retirement to serve as the artistic director of the Bloomsburg Theatre Ensemble.

Alvina Krause received B.S. and M.S. degrees from the Northwestern University School of Speech. She was awarded an honorary doctorate from Duane College and an Outstanding Achievement in the Arts Award from Bucknell University in 1979.

For 33 years, Krause taught at Northwestern University and retired as an associate professor. During the summers of 1945 to 1965, she managed and directed The Playhouse in Eagles Mere, Pennsylvania. Beginning in 1963, Krause spent many years as a visiting lecturer, teacher, and workshop

director at the Pacific Conservatory of Performing Arts in Santa Maria, California.

Among Miss Krause's former students are performers Robert Reed, Tony Roberts, Charlton Heston, Patricia Neal, Agnes Nixon, and Inga Swenson. She also influenced the lives of playwrights Corinne Jacker and George Furth; and theatre professors Jack Clay of Southern Methodist University, Omar Paxon of Pasadena University, Maris Urbans of Los Angeles State University, and Lilla Heston of Northwestern University. Says Krause, "I name these people following careers in related fields. They came to me to study acting. I taught them THEATRE."

A profile of Alvina Krause was written by David Downs, assistant professor of theatre at Northwestern University School of Speech in the spring of 1977. The following excerpt is from Prof. Downs text:

"Alvina Krause teaches.

This past summer Miss Krause accepted students to study theatre with her in her home in Pennsylvania as she has done since 1971. Most of the students came from Northwestern, prepared for the kind of study that has made Alvina Krause unique among teachers.

Much has been written and said about Alvina Krause's teaching mystique and much of it has clouded the truth. She has no magic secret. She never did. Those who choose to believe that her success arises from some special charisma, some peculiar gift... minimize the very principle by which she lives, for which she stands, that she so brilliantly communicates in her teaching: the pursuit of the truth of human experiences and its artistic expression in theatre through tireless study, through endless thought and trained perception, through simple, constant hard work.

Students who go to Alvina Krause work rigorously to discover theatre, drama alive in the present. She continues to bring theatre to life for contemporary youth as vitally today as she did for 33 years at Northwestern.

From June through December, the latest group studied Chekhov. They reached deep into their own lives and into the lives around them. And this search yielded an awareness of the human condition as profound, as heartfelt, as perceptively total as Chekhov's... In brief, they learn concern. They discover the concern for human life that has passionately motivated artists throughout the centuries and which must motivate the contemporary artist if his work is to have value or meaning.

When they finish their study with Alvina Krause, these students will go their ways as all her students have done, to conventional graduate schools, to commercial theatres, to pursuits not directly related to theatre. And yet, whatever they do after leaving her, they will go on with their lives profoundly altered. And a new group of young students will go to Alvina Krause to study theatre. 'Theatre,' she says, 'is life given form, given meaning.' And to those who study with her, Alvina Krause and theatre are synonymous."

Ray K. Metzker

The work of Ray Metzker has been traced to the famed photographer Stieglitz..."who realized that abstraction in photography was not to be found by distorting the subject, but by establishing the independence. The intensity with which Metzker explored this activity was challenging to all who knew of his work during the past two decades. His sense of finish and deliberateness of purpose

Photography

clearly set him apart from others, and his work must be seen..." (Peter C. Bunnel, THE PRINT COLLECTOR'S NEWSLETTER).

Metzker was born in Milwaukee in 1931 and received his B.A. degree in art from Beloit College in Wisconsin. He received his M.S. in photography from the Institute of Design, Illinois Institute of Technology in Chicago, with a thesis project of a photographic study

titled "My Camera and I In the Loop."

Metzker has traveled and studied extensively throughout the United States and Europe. Chicago, Philadelphia, New York, Paris, and Zurich are among the cities where he has had one-man exhibitions. The following titles and places of Metzker's numerous group exhibitions reflect the diversity of his work:

"The Sense of Abstraction," Museum of Modern Art

"Arts Festival," University of Illinois

"American Photography: The Sixties," University of Nebraska

'Contemporary Photography Since 1950," a traveling exhibition prepared by George Eastman House for the New York State Council on the Arts

"Photography of the Twentieth Century," a traveling exhibition

"Photography as Printmaking," Museum of Modern Art

"Focal Point," University of New Hampshire
"Contemporary Photographers," Peale House
Galleries, Pennsylvania Academy of Fine
Arts in Philadelphia

"New Photography — U.S.A.," The Photographers Gallery in London

"Art and Photography," Museo Civico di Torino

"Festival d'Art Contemporain," Paris

"Contemporary Photography," UCLA Galleries

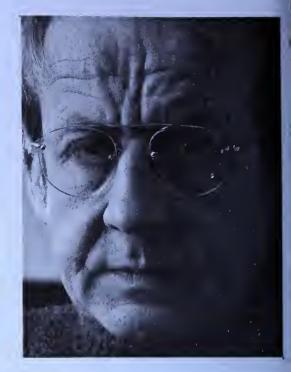
"Mirrors and Windows," Cleveland Museum of Art

In 1966 and 1979 Metzker was awarded

Guggenheim Fellowships. The earlier fellowship was for Experimental Studies in Black and White Photography." A National Endowment for the Arts Fellowship was presented to him in 1974.

Throughout his work, Metzker has been an exponent of what he has termed "photographic form." He finds the exploration of the medium of greater importance than the exploration of a place, which had been his first goal as a graduate student photographer. Metzker is a seeker of patterns in the outside world, not designs created in the darkroom.

"Remarkable" is the description Owen Edwards gave Metzker's "Mirrors and Windows" Exhibition. Edwards critique continued... "For more than 20 years Metzker has pursued the patterns of oblique interrelationships with a steady instinct and an increasingly agile inventiveness... Metzker's patterns are very rarely symmetrical... Much of the work done in the sixties and early seventies is so multi-layered that one can (and ought to) stare at the pictures for a while to feel them relinquishing one secret message after



another. Patterns, Metzker tells us, beget patterns...Metzker is a searcher; he knows what he's looking for. Wherever he goes next, it will be interesting to follow."

Sondra Myers



Sondra Myers' philosophy has been to devote most of her time and energies to the creation of new and innovative programs primarily in the arts and education. Her goals have been to break down the barriers between artist and audience. She has worked independently and through existing institutions, universities, cultural organizations, and school systems to bring the highest quality in the arts and education

Service to the Arts

to Northeastern Pennsylvania. In recent years, Sondra Myers has extended this work to the state and national levels.

Myers is the first president of Citizens for Arts in Pennsylvania, a statewide organization formed to advocate all the arts throughout the Commonwealth. She is an ex-officio member of the Public Committee for the Humanities in Pennsylvania and former member of the board of United Neighborhood Services and Friendship House. Currently she is a member of the executive board of the Northeastern Pennsylvania Philharmonic Orchestra, Northeastern Pennsylvania Arts Alliance, and Architectural Heritage Association.

Myers is also a member of a three-person jury for a downtown mural project in Scranton. She serves on the review panel for the National Endowment for the Humanities, the executive committee of the Federation of Public Programs in the Humanities, and as vice chairman for the Committee for Statewide Public Hearings on the Arts. She also serves on the boards of the University of Scranton, the Scranton-Lackawanna Jewish Council, and the Scranton Chamber of Commerce.

In addition, Myers has promoted "Music on the Go" for the Northeastern Pennsylvania Arts Alliance, a program providing concerts for children and adults in a seven county area; and "Artists on the Go," an expansion of the original program to include dance, theatre, and visual arts. She

also initiated "Community Conferences" conducted on subjects such as "The Holocaust," "The American Dream," "Human Rights," "Religion in America," and "Americans and Energy."

Three original programs were designed and administered by Myers. The first was a "Central City Summer Project" which provided new and imaginative approaches to summer recreation. "The Living Arts Program" was created to bring artists in direct contact with school children in the classroom setting. "Musicales" featured informal musical/social/artistic events for the benefit of the Northeastern Pennsylvania Philharmonic Orchestra and the Everhart Museum.

Myers received a B.A. degree in philosophy from Connecticut College and did graduate work in literature, history and philosophy at New York University and the New School for Social Research. She spent seven summers pursuing her studies at Oxford University in England.

In 1978 Sondra Myers received the "Golden Baton Award" for outstanding service to the Northeastern Pennsylvania Philharmonic Orchestra. The following year she was recipient of the "Woman of the Year" Award presented by the Jewish Community Center of Scranton for being one of the most "dynamic personalities on the local and Jewish scene for many years in establishing herself as a most outstanding community leader."

Eugene Ormandy

Music

The Philadelphia Orchestra's 1979-1980 season marked Eugene Ormandy's 44th year on the podium of The Philadelphia Orchestra, a record unequaled by any living conductor of any other major orchestra. In the same season, Ormandy celebrated his 80th birthday and the Orchestra commemorated its 80th anniversary. When the maestro celebrated his 72nd birthday anniversary in November of 1971, he had spent half of his life with the Orchestra.

Born in Budapest in 1899, Ormandy entered the Budapest Royal Academy of Music at five as a child prodigy violinist, receiving his professor's diploma at the age of seventeen. He came to the United States in 1921 as a solo violinist. Ormandy performed and conducted in New York, becoming an American citizen in 1927.

Appointed Music Director and Conductor of The Philadelphia Orchestra in 1936, he toured Western and Eastern Europe on five occasions since World War II, and has traveled many thousands of miles throughout the world. As a guest conductor, he has led every major European orchestra. Many of the nearly four hundred longplaying recordings done by Ormandy and the Orchestra are currently available. Among the countless tributes and honors bestowed upon the Philadelphia Orchestra's legendary maestro is the highest civilian award of the United States Government, the Presidential Medal of Freedom. He is also the recipient of the highest award the Austrian Government can bestow upon a civilian, the Honor Cross for Arts and Sciences, First Class. He received the coveted Philadelphia Award, the Pennsylvania Council on the Arts' First

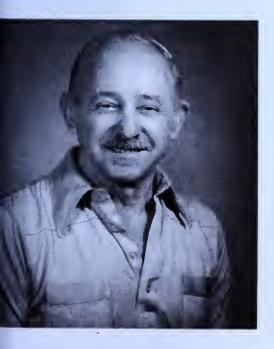


Award for Excellence, and the National Recognition Award of the Freedoms Foundation. In addition, Ormandy was presented with a distinguished citizen's award by former Governor Shapp and has been awarded honorary doctorate degrees from numerous universities and schools of music.

In the spring of 1977, Ormandy was presented the Alice M. Ditson Conductor's Award and was elected to membership in the American Philosophical Society. The following spring, the Musical Fund Society of

Philadelphia gave him an honorary life membership and the American Symphony Orchestra League awarded him its Gold Baton award in recognition of his distinguished, record tenure as Music Director of The Philadelphia Orchestra. At the end of the 1979-1980 season, Ormandy will relinquish the title of Music Director to Riccardo Muti, the Orchestra's Principal Guest Conductor who will become the new Music Director. Ormandy will become the Orchestra's Conductor Laureate and will continue to participate in future seasons.

Natale Rossi



Crafts

Natale Rossi has earned an international reputation as a craftsman. One of his recent accomplishments was a commission from the federal government to die-cut "Salt II Commemorative Plates" which were presented in Geneva, Switzerland, to American and Russian diplomats at the signing of the treaty. Rossi's story can best be told in his own words.

I was born on December 25, 1908, the first son of Pietero and Rosa Rossi, in Robecco siel Naviligo Italy, about 15 miles south west of Milano.

My parents came to America when I was 7 years old and settled in Brockway, Pa. My father was a miner all his life. I had 3 sisters and 2 brothers, all living. Father and Mother are dead.

At 16 years of age, a junior in Snyder Township High School, I had to quit and work in the mine for over 2 years. When the mine went on strike, the first of April, I got a job at Wendell August Forge making wrought iron railings and many other wrought iron items. The blacksmith I was helping, Toni Pisone, told me that I didn't have to be told how to do something, I was born with the knowledge.

Wendell August Forge went from forging iron to aluminum and then into making gift items. It was then that Wendell August Forge moved to Grove City.

The Forge made many items for banks, churches, and commercial buildings throughout the country in aluminum and stainless steel. The Forge received an order to make a set of gates and a baptismal fount cover with the statue of John the Baptist on top for the Cathedral of the Holy Rosary in Toledo, Ohio. I made the statue out of sheet

aluminum, all hand done.

I had the good fortune to make many fine pieces in aluminum, bronze, stainless steel, sterling, and I made an 18-karat gold plate with the face of Pope Paul VI which the Knights of Columbus presented to His Holiness.

I made a plate of the landing of

Columbus for American House, a division of the Franklin Mint. I cut about 500 dies of buildings, faces and scenery. August Forge came out in 1961 with the Early American Series, starting with Columbus' ships to the signing of the Declaration of Independence.

After about 53 years, I retired from Wendell August Forge and am going into

business with my two sons. I am a member of the Beloved Disciple Catholic Church in Grove City, belong to the Lions Club, Eagles Club, Knights of Columbus, and am a member of the Sons of Italy Lodge.

My wife Irene and I have 8 children, 4 boys and 4 girls, all living.

Gerald Stern

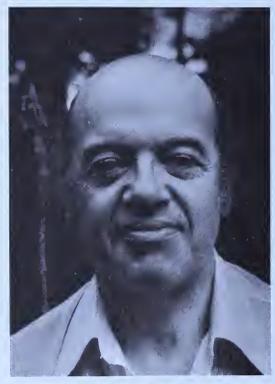
Literature

It has been said the poems of Gerald Stern are about ordinary and familiar things so they may be seen more clearly. When asked for whom he writes poetry, Stern replied that a lot of people seem to identify with his poetry, maybe because it is, on the surface at least, so literal. "I have in mind people of a like mentality with me. A lot of losers seem to identify with my poems. I do write about things very literally. But I convert all those real things into another coin. It's not as if an object stands for something else."

Stern lives with his wife Pat in a comfortable house beside the Delaware River just upstream from Groundhog Lock No. 9 in Raubsville. Since 1968 he has taught English at Somerset County College in North Branch, and is now department chairman. In addition to his current professorship, Stern is advisor to the New Jersey Council on the Arts, and literature consultant to the Pennsylvania Council on the Arts. He has also conducted poetry workshops at the University of Pittsburgh, Sarah Lawrence College, and Lafayette College.

The Sterns have two children — Rachel is a music student, and David attends the University of Pittsburgh.

Stern's books include PINEYS, REJOICING, and LUCKY LIFE. "Notes from the River" is his regular column which appears in the AMERICAN POETRY REVIEW and his poems have also been featured in a special issue of NORTHWEST REVIEW.



Among the honors received by Stern are the Lamont Poetry Selection, the National Book Critics Circle Award Nominee, the Creative Writing Grant, and the Pennsylvania Artists Fellowship.

Stern grew up in Pittsburgh and went to the University of Pittsburgh, intending to become a lawyer. "I wasn't bohemian or artistic, though I used to carry a copy of Louis Untermeyer around in my pocket." When he came out of the Army, Stern says he knew he "needed a period of time just to read all the things I hadn't read...There was so much of it."

After earning his Master of Arts degree from Columbia University, Stern went to Europe. "All of a sudden I was 30 and I had no possessions. I felt irresponsible. Now I have debts and possessions."

One critic says Stern's poetry begins with familiar places and objects, but he seems to do more with them than simply describe. He does not write of the insignificant to glorify trivial things, but to point to them and then to hold up some other thing he wants us to look at.

"I also write about myself, but in an almost mythical way or symbolic way rather than a confessional way." In "CONTEMPORARY AUTHORS," a reference guide of current writers, Stern writes that he is moved by Jewish mysticism and Chasidism, and by the historic idea of the Jew — from a poetic and mythic point of view.

"...you who have seen the half-eaten leaves of the hackberry have seen the saddest sight of all, a nest inside a ruined building, a father hugging his child, a Jew in Vilna."

"Lucky life isn't one long string of horrors and there are moments of peace, and pleasures, as I lie in between the blows."

(Excerpts from LUCKY LIFE)

(Material for some of these profiles was excerpted from the following publications: "Philadelphia: Three Centuries of American Art," Philadelphia Museum of Art, 1976; "The Morning News," Wilmington, Delaware; "New Hope Gazette"; "Harry Bertoia, Sculptor," Wayne State University Press, 1970, and "Anthology Film Archives.")

Watch

Profiles In Excellence

9:00 p.m. — Tuesday, May 27 On PPTN Member Stations

(On WVIA/Scranton at 10:00 p.m., May 27; on WQED/Pittsburgh at 10:00 p.m., May 26)

Station To Station

WQED/Pittsburgh's international sales department relates the strange tale of a Leatherstocking Tales cassette that was sent to Canada. The customs officials, unschooled in the classics of American literature, took one look at the title and impounded the tape for 10 days, pending censorship screening. They thought it was a blue movie!

To give audiences a varied program during membership breaks, WQLN/Erie invited over 50 community leaders, representing business and industry, labor, education, service organizations, the arts, and the political scene, to make 30-second spots asking for community support for the station. Each membership spot was written specifically for the individual who was to deliver it. The spots were pre-taped and used throughout the drive. In addition, remote cameras were used to take "tours" of the station, giving viewers a unique opportunity to see what goes on "behind the scenes." TV audiences also viewed segments of several live radio shows "in progress." Many of the local live music programs were simulcast on FM radio. All of these efforts helped contribute to WQLN's most successful membership drive.

WPSX/University Park will begin its third year with an expanded Summer Semester schedule on May 26 at the conclusion of the in-school service. Throughout weekdays in the summer, WPSX will offer how-to, instructional, and formal courses from 10:15 a.m. to 3:00 p.m. A total of 42 series will be featured, including special programs for children scheduled in cooperation with the Allegheny Educational Broadcast Council.

1980 census forms were examined on a recent special produced by WVIA/Scranton. Viewers were given step-by-step directions on filling out the 1980 census form. Gene Brady of the Complete Count Committee and Frank McHale, Esq., manager of census for Northeastern Pennsylvania were present during the broadcast to lend their expertise to the program. The special was well received by Channel 44 viewers.

WITF/Hershey has targeted home centers, lumber yards, and other businesses catering to do-it-yourselfers for the promotion of the 26-week series The Old Houseworks. The series, created in response to the growing national interest in home restoration and refurbishment, follows a how-to approach with practical information. WITF has

distributed flyers to these outlets to reach people who might not otherwise know about the series.

"Phone power" solicitation is being used by WLVT/Allentown for its fifth On-Air TV Auction. Instead of the traditional visit to merchants and businesses in the area, solicitation is made via phone contacts. This has saved on fuel costs for the "39-ers" in obtaining merchandise and services for the Auction. The Auction will require all the energy the "39-ers" have saved!

WHYY/Philadelphia's local public affairs program aired almost 15 hours of live coverage of the Philadelphia school board hearings. The hearings involved discussion of the closing of 15 Philadelphia public schools, the school budget for FY '81, and other important issues. Members of the teachers' union, school boards, and city council, as well as interested citizens, participated in the hearings. When compared to courtroom coverage, this WHYY Report was, according to executive producer Ron Kanter, more comprehensive because four cameras were used instead of one. This broadcast exemplifies WHYY's public service efforts to the citizens of Philadelphia.

Alcoa Awards Grant for Arts Program



PPTN and WPSX/University Park, through the Pennsylvania Council on the Arts, were recently awarded grants from the Alcoa Company and the Alcoa Foundation for the production and promotion of **Profiles in Excellence**, a one-hour tribute to the arts in Pennsylvania. Pictured above are (left to right): David Phillips, WPSX General Manager; Philip I. Berman, PPTN Commission Chairman; Charles Griswold, Alcoa Foundation President; Diana Rose, Pa. Council on the Arts Chairperson; and W.H. Krome George, Alcoa Chairman.

A Successful Festival '80

FESTIVAL '80 proved once again that public television viewers come through for their local stations.

Nationally, an estimated 602,467 viewers pledged \$20,637,541 — 30.3 percent increase over last year. When final results are in for the two-week fundraising and awareness campaign, the total could be even higher.

FESTIVAL '80 concluded with a 29-hour marathon which raised over \$5 million. The marathon began at 8:00 p.m. on Saturday, March 15 with the Roseland Ballroom sounds of **GI Jive** and ended at 1:00 a.m. on Monday, March 17 when **A Special Celebration With Steve Allen** teamed Allen with Louis Nye, Don Knotts, Bill Dana, and others.

Participating PPTN member stations raised a total of \$1,880,052 from 37,007 viewers across the state. The breakdown is as follows:

Station	Pledges	Total \$	
WQLN/Erie	2,586	128,152	
WVIA/Scranton	5,729	169,264	
WITF/Hershey	5,184	203,480	
WQED/Pittsburgh	6,472	312,180	
WLVT/Allentown	2,036	540,881	
WHYY/Philadelphia .	15,000	526,095	
WPSX/University Parl	k does not p	articipate i	r
fundraising efforts.			

Facts About the Association for Public Broadcasting

Early in 1980, the Association for Public Broadcasting (APB) was established by public television licensees. APB is a nonprofit membership organization which was formed to provide an organizational framework for the licensees to coordinate their activities in several non-programming areas. As a sister organization of the Public Broadcasting Service, the APB has the responsibility for organizing and facilitating the public television licensees' efforts in three major areas: research, planning, and representation.

Under the mandate of research, the APB will maintain up-to-date information on the public television system, which will include licensee characteristics, financing, and industry trends. With this information, the APB will be able to make projections on system growth and income. The APB will also monitor social, economic, and demographic trends which will have an impact on public television services. Analysis of key data, including information on facilities, programming and industry equipment, and other data gathered by

organizations involved in public telecommunications will be provided by the APB. Also, in their research capacity, the APB will participate and advise on research projects which may assist the licensees in the delivery of their services to the public.

Planning will be another important function of APB. In this role, the APB will assist the stations and public television organizations in their planning efforts by conducting long-range planning for public television services. This will include the assessment of industry needs, evaluation of current services, and the study of appropriate structural and procedural changes which the licensees might wish to consider. Also, the APB will advise other national organizations, such as the Corporation for Public Broadcasting (CPB) and the National Telecommunications and Information Administration, in their efforts to plan the development of public telecommunications services.

Through their representation function, the APB will help licensees identify public policy issues in a variety of forums which may be of interest to them. The APB will also maintain contacts on behalf of the licensees with the U.S. Congress, the executive departments, the Federal Communications Commission, and other federal agencies, as well as with the CPB, National Public Radio, and other domestic and international broadcasting and telecommunications agencies. Also, the APB will prepare general information about public television and disseminate it to policymaking agencies, the press, and the public.

In each area of responsibility, the APB's key purpose is to obtain and share with interested individuals and groups information which will lead to improved public television services and better understanding of those services by the public.

Telecommunications Discussed at PPTN



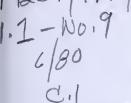
The Telecommunications Subcommittee of the House State Government Committee recently visited PPTN to view a videotape on emerging technologies and to discuss the future of telecommunications in the Commonwealth. During their visit, they also toured the PPTN facility. Pictured above are (left to right): Representative Joseph Kolter; PPTN Director of Technical Operations Larry Messenger; Representative Earl Smith; Representative June Honaman; and Leon Rudy, legislative aide to Representative Kurt Zwikl.

The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

169 West Chocolate Ave. P.O. Box 397 Hershey, PA 17033 State Library System of PA Government Publications Section Room 116 Old Education Building Harrisburg, PA 17120

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June 1980



Vol. 1, No. 9



a memo from the Pennsylvania Public Television Network

Highlights Of **Modern Dance**

The development of modern dance from the turn of the century through the early 1930s will be explored in Great Performances' encore presentation of "Trailblazers of Modern Dance," Wednesday, June 11 on most PPTN member stations (check local listings). The program has just been awarded first place in the Ninth Annual Dance Film and Video Festival (Festival in Video category).

Narrated by Michael Tolan, the program juxtaposes photographs, drawings and rarelyseen documentary footage of the founders of modern dance. With Rosemary Harris as the voice of Isadora Duncan, Duncan's thoughts about the dance are spoken as her

history unfolds.

Several selections from the early dance masters were prepared especially for this program by contemporary performers. Dramatic ballerina Lynn Seymour dances "Five Brahms Waltzes in the Manner of Isadora Duncan," an evocation of Isadora's spirit, choreographed and introduced by Sir Frederick Ashton. Annabelle Gamson performs two interpreted reconstructions of Duncan's "Scriabin Etudes," a work inspired by the Russian Revolution. Contemporary reconstructions of Ruth St. Denis' and Doris Humphrey's "Soaring" and Ted Shawn's "Polonaise" will also be presented.

An extensive collection of rare dance films is featured in "Trailblazers of Modern Dance," including footage thought to be Isadora Duncan dancing at a garden party, believed to be the only film of her in existence. Early dancers such as Loie Fuller and her imitator Annabella are shown, the latter appearing in a Thomas Edison

handpainted film.

Isadora Duncan's contemporary in America was Ruth St. Denis. Known for her exotic staging, she incorporated the lure of the Far East into her compositions and achieved tremendous commercial success. A 1932 film captures her interpretation of three

Honors For WLVT And

"Open Heart Surgery - A Coronary Bypass," one program of WLVT/ Allentown's local medical series On Call, has earned two awards.

The Roy W. Howard award for public broadcasting was presented to WLVT President and General Manager, Sheldon Siegel and to the assistant administrator of the Allentown and Sacred Heart Hospital Center, Richard Cipoletti by the Scripps -Howard Foundation. A check for \$ 1,000 was presented with the award.

"Open Heart Surgery — A Coronary 8ypass" also received a Hugo award at the Chicago International Film Festival for "outstanding local documentary."

Ask WHYY, Channel 12's local

information series, has received awards from two community health groups.

The Montgomery County Mental Health Program presented an award to Ask WHYY producer Richard Bencivengo for "focusing attention on the plight of the impoverished mentally ill and the lack of protective legislation for them."

Ask WHYY host John Rago accepted the Delaware Division of the American Cancer Society's Award for "outstanding service in educating the public about cancer."

During the weeknight broadcasts of Ask WHYY, viewers are invited to call in their questions and comments. Volunteers from related agencies continue to field viewer calls after each broadcast.

Oriental dances. When she and her partner Ted Shawn formed the Denishawn company in 1915, they began a school and company from which the next generation of dance pioneers would emerge.



Call The Governor

Do you have questions about how Pennsylvania is dealing with the energy crisis, unemployment, inflation, crime and other issues of concern? Ask Governor Thornburgh on a live Town Meeting, airing Friday, June 13 at 9:00 p.m. on most PPTN member stations. (WVIA/Scranton is not airing the program because of its auction schedule.)

Viewers are encouraged to participate by calling in questions to the studios of participating member stations. Phone numbers are as follows:

WLVT/Allentown 215-867-4	
VVLV1/AlleHtoWH	677
WITF/Hershey 717-533-8	100
WQED/Pittsburgh 412-621-5	808
WPSX/University Park 814-863-2	826
WHYY/Philadelphia 215-387-6	660

Town Meeting is produced by WQED/ Pittsburgh.



On The

Air

WITF-TV services the major metropolitan areas of Harrisburg, Lancaster, Lebanon, York, and Reading, with translators in Chambersburg and Reading. Facilities have been located in Hershey since the station's inception 15 years ago. Nearly 80 persons are employed at the station.

WITF-TV went on the air in November, 1964. A loan from the state Parent Teacher Association provided initial administrative funds. Hershey Estates contributed the renovation of studio and office space. Harrisburg's WHP-TV donated a transmitter site adjacent to its own, while WGAL of Lancaster donated electronic equipment.

To begin station operations, \$200,000 was raised in a capital fund drive, with matching funds provided by the federal government and a state educational television appropriation. The Ford Foundation provided additional funds.

WITF-FM, the public radio affiliate, went on the air in April, 1971. Broadcasting from 7 am until 1 am each day, the station provides a varied schedule of classical music, public affairs, news, information, drama, the spoken word, and the unusual in contemporary folk music and jazz.

WITF is owned and operated by the South Central Educational Broadcasting Council, a private, nonprofit community organization which holds the license granted by the Federal Communications Commission. The board of directors is composed of representatives from schools, community agencies, businesses, industry, and the public at large.



WITF's "Tall Tower" transmitter atop Blue Mountain in Harrisburg.





WITF Volunteer Staff answer phones for "The Great TV Auction."

The annual corporate budget for fiscal 1979 was \$2.2 million and the corporate net debt-free assets in that year were over \$3 million. About 20 percent of those who view WITF programs become contributing members, making the station one of the top five in the country in the percentage of viewers who become members. Approximately 85 percent of all contributing members elect to renew their pledges upon respective renewal periods.

A further example of the public commitment to WITF was demonstrated during the station's "Project Tall Tower" drive. In 1977 the station received a \$475,000 Department of Health, Education and Welfare grant for the construction of a 724-foot tower on Blue Mountain. Stipulations of the grant provided that matching funds had to be raised locally.

Support was generated through a capital fund drive, the major donors for which were business, industry, individuals, and members-at-large. The tower was turned on in 1978, enabling WITF to double its broadcast potential, and provide greater strength and clarity to both television picture and FM aural quality.

WITF has made a substantial commitment to programming on local issues, with productions ranging from local affairs programming to major documentaries on subjects of human values and social issues.

The station broadcasts instructional and enrichment programs for classroom use in daytime hours during the school year. Participating school districts pay an annual per-pupil fee to support the service. Forty-

two school districts, comprising a total of 99,000 students and 5,300 teachers are currently using the instructional programs in some way. There are plans to develop similar programs with institutions of higher learning.

Throughout its existence, WITF has attempted to earn and maintain public support through community involvement on various levels. There are extensive community outreach campaigns connected with many of the broadcasts. Viewers have a further opportunity to become directly involved in station operations through volunteer efforts, on-air involvement during the station's pledge drives and annual auction as well as through student internships.

In addition to a cadre of over 2,000 volunteers who regularly serve the station in a number of capacities, the station has launched a new concept called Advocates for Public Media. This group is composed of individual representatives from specialized segments of the community who, within their own communities, contribute their professional and personal skills for the benefit of WITF.

Dr. Robert Larson, president and general manager of WITF, sees the mission of public broadcasting as providing programming for all members of the community, serving their needs as comprehensively as capabilities will permit.

"...Commitment to local programming. That is the major emphasis of this station," Dr. Larson has said. "It is what we've always been about and what we mean to be about in the future."

WEATHER/WORLD NEWSLETTER

IGHLIGHTS OF RECENT REPORTS ON ENN STATE TELEVISION'S

JEATHER/WORLD

WEEKNIGHTS AT 6:00 P.M.

ne WEATHER/WORLD Newsletter is funded in part by a grant from the Pennsylvania Public Television Network.

'ol. 2, No. 3

Spring 1980



EARTH DAY: A CHALLENGE ON ITS TENTH ANNIVERSARY

Adapted from a report by WEATHER/WORLD producer John Grant, broadcast April 22, 1980

On a tenth anniversary, tin or aluminum is traditionally given. This past April 22, Americans across the country breathed a sigh of relief instead; a clean sigh, that is. Earth Day was ten years old and Americans took to the streets celebrating the occasion.

The cleansing and conservation of the environment became an official national event in 1970, a culmination of all the fervor that was created about the environment in the sixties. Earth Day was started in Nebraska in 1872, though, and had been celebrated by groups and individuals since then, with little or no recognition.

It is the involvement of the federal government in the field, says Dr. Maurice Goddard, former secretary of the Pennsylvania Department of Environmental Resources, that created the big change toward how we are dealing with the environment. In the decade since the first Earth Day, the federal government alone has passed more than eighty laws aimed at protecting the air, water, land, and public health, in addition to forming the Environmental Protection Agency (EPA). In the process, it has institutionalized the movement, replacing a small, scattered network of protectors with legions of skilled lawyers and technicians.

The changes since the first Earth Day have been enormous, says Goddard. Because Pennsylvania is a heavy industrial state, it had some of the biggest problems to solve. As far as the environment is concerned, Pennsylvania is a trend setter.

"In this state alone, the air quality has improved, water quality is better, mine safety has increased, and reclamation of mining is a much better operation. The park system and forest management have seen improvements, and we're doing much better with solid waste disposal, though that's one of our big fields that we haven't really scratched the surface on."

While vast improvements have been made in the quality of the environment in Pennsylvania and all through the United States, Goddard acknowledges that there is still a lot to do. One of the more serious problems facing the country is "acid rain." Created when toxic chemical pollutants mix with water vapor in the air, acid rain can destroy crops and pollute fresh water supplies. Currently, the state of Pennsylvania has gone to court against the state of Ohio, where the EPA has been lenient in enforcing federal regulations. Pennsylvania wants the EPA to enforce its standards in Ohio, thereby lessening the likelihood of acid rain developing there and, due to the natural weather flow, falling in Pennsylvania.

People themselves can lessen the pollution problem in a roundabout way. Says Goddard: "The biggest problem facing the American people is resources. We're only six percent of the world population, yet we use 30 percent of the world's oil and 40 percent of its resources. By lessening our demand for resources, the level of pollution will naturally decrease. We'll still have a high standard of living via more efficient cars and better insulated houses. I think that's the great thrust in the next ten to twenty years for the American people."

Goddard is optimistic about the next ten years. With the natural population increase in this country, the quality of the air and the water will still have to be maintained. "It's a difficult assignment," says Goddard, "but people today are more concerned about the environment they live in. They're more knowledgeable and aware of what the outcome could be if certain measures aren't taken. Because of that, we will continue to improve."



Adapted from a report by WEATHER/WORLD education specialist Murry Nelson, broadcast March 3, 1980

There are more than eight million handicapped children in the United States today whose special educational needs are not being met. In 1975 federal and state lawmakers passed the Education for All Handicapped Children Act to remedy this situation, but misconceptions concerning the act still remain.

It was and still is thought by some that the act means all handicapped children will be mainstreamed into the regular classroom. This is not so. The word "mainstreaming" is the key here; it is this word that has been misused by officials and misunderstood by well-meaning teachers and parents.

The law was designed to ensure each handicapped child a free and appropriate public education, something guaranteed to children who are not handicapped. The law is also designed to meet each child's unique needs. This was interpreted as mainstreaming every child into the regular classroom. More appropriately, handicapped children will be placed in what is referred to as the "least restrictive environment." Pennsylvania has ranked these environments from least to most restrictive:

- regular class
- regular class in a regular school with supporting services
- school district special education program in a regular school
- school district special education program in a special facility
- intermediate unit program in a regular school
- intermediate unit program in a special facility
- approved private school program
- state school program
- approved out-of-state program
- intermediate unit program of instruction in the home
- other (for example, schooling in a hospital)

This is also referred to as the cascade of special education services, and whichever is most appropriate for the child determines where he or she will be placed. A team, which includes a special education teacher, the child's parents and regular teacher, an administrator, a school psychologist, and the child, when necessary, determines the unique characteristics and educational needs of the child and where to place him/her. The child's needs must be revised at least once a year and are based on:

- child's present educational levels
- annual goals set for him/her
- short-term instructional objectives
- specific educational services to be provided
- extent to which the child will be able to participate in regular educational programs
- date for beginning and duration of special services
- tests for gauging child's progress to determine if objectives are being met

In addition to guaranteeing the best possible education for all children, the overall purpose of the act is to erase the stigma of being handicapped. Also, regular students learn compassion, understanding, and tolerance in a way teachers alone could never provide.

Murry Nelson is assistant professor of education at The Pennsylvania State University.



Adapted from a report by WEATHER/WORLD producer Stephanie Zarpas, broadcast April 11, 1980

Everyone gets the blues now and then. It's a natural state of mind we experience periodically, maybe at the end of a long day, the end of a rough week, or from the feeling of grief when some loss occurs. This is normal for an individual. When doctors talk about depression, however, they mean something different from feeling down in the dumps. What they call depression is a disease so widespread in this country that eight million people require treatment for it each year.

One in ten Americans will experience this severe depression, which can last from several weeks to months, says Dr. David Kupfer, a researcher at the Western Psychiatric Institute (WPI) at the University of Pittsburgh. Conducting research on depression using intricate instruments that measure brain waves and analyze blood samples, WPI is providing doctors with an objective picture of depression much the same as x-rays and blood tests do for other illnesses. Rated as one of the nation's leading psychiatric centers, WPI has provided a reliable physiological means for identifying people whose depression is biological in nature.

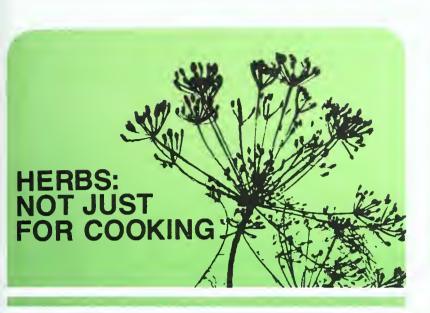
Scientists have discovered chemicals called neurotransmitters, which pass messages from one nerve cell to another by electrochemical impulses. Some forms of depression are caused by deficiencies in certain neurotransmitters, while other forms of depression result from surpluses. Individuals suffering from severe depression exhibit most of the following signs:

- a depressed mood
- guilt feelings
- sleep changes, usually awakenings throughout the night and difficulty falling asleep
- loss of appetite; loss of weight
- decreased sexual activity, perhaps changes
- slow and lethargic movement, or quick and agitated movement, or both interchangeably
- loss of interest and level of concentration
- · contemplation of hurting oneself, or even suicide

Individuals should seek help as soon as possible, says Kupfer, because the disease is easier to treat in the early stages. Treatment usually consists of certain drugs that compensate for the lack or surplus of neurotransmitters and therefore shorten the duration of the depression. Sometimes, all that is needed is social or therapeutic intervention.

At this point it is not known for sure whether these biological

abnormalities are genetically transmitted, or whether they represent vulnerabilities to the stress that is in our environment. Researchers from twenty separate medical, science, and social science specialities are continuing their work in this field, hoping to discover even more useful information. It is clear, says Kupfer, that there is certainly a strong biological component affecting depression, and that depression affects "not only the individual, but his family as well."



Adapted from a report by WEATHER/WORLD producer Keith Stevens, broadcast April 17, 1980

Although you'll recognize some of their names as household items, no group of plants is surrounded by as much mystery as herbs. Parsley, sage, rosemary, and thyme, to name just a few, have been grown longer than almost any other garden plant and been used for medicine, sorcery, seasonings, and charms. With many people looking to the past, herbs are enjoying a nostalgic comeback.

While herbs have been used traditionally for centuries, they have also been used in some very uncommon ways for just as long, says herbalist Ann Wishard, of the Tusseyville Trading Post.

Sage is often grown in gardens for culinary purposes. A member of the mint family, it has vitamins A and C which are essential for our health. Sage can also be brewed as a tea, letting an ill person receive necessary vitamins in a pleasant and enjoyable way.

Another common herb is dill, which most people associate with pickles. Dill can also be brewed as tea and herbalists claim it is beneficial for infants who have colic. It can also be used to heighten the flavor of apple pie and other fruit dishes.

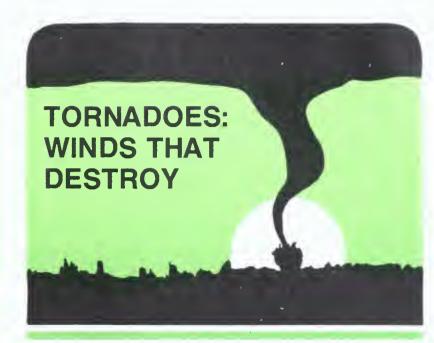
Rosemary is a favorite because of its pleasant smell. It is used primarily for culinary purposes and is one of the few herbs that are perennial.

Lavender, another pleasantly fragrant herb, can be used in sachets to keep clothes fresh-smelling and to keep away moths. Though it is not considered a culinary herb, lavender makes a fragrant cup of tea recommended for centuries for a headache caused from tension or too much sun.

Enriched with vitamins and minerals, parsley is more than a garnish around foods. In whole or as a tea it is considered beneficial to the kidneys. And long before it was used as a food, people put parsley in their mouths for another reason. It's a natural breath freshener.

Herbs are also surrounded by folklore, which attributes magical powers to them. "A man who grows sage in his garden cannot die. Rosemary has been, and is, used in wedding ceremonies by brides, in their hair or in bouquets, because it guarantees them a faithful husband, and dill has been and is used by brides and others just because it brings good luck."

Herbs can be grown just about everywhere: in a pot on a windowsill, on the patio, in the garden, alongside flowers or vegetables. For beginners, Ann Wishard recommends starting a small herb garden with the eye to enlarging it the following year. The more common herbs, such as parsley, chives, basil, and thyme, are suggested at the start. Any of these are easy to grow and are perennial.



Adapted from a report by WEATHER/WORLD producer Stephanie Zarpas, broadcast April 21, 1980

Tornadoes can turn a split-level house into a pile of rubbish, lift cars into the air, and in instances, prove fatal to those caught in their pathway. Just what are these unpredictable destroyers, and what is being done to control them?

"Tornadoes are rapidly spinning columns of air," says Greg Forbes, assistant professor of meteorology at The Pennsylvania State University, "which form at the base of a thunderstorm and extend to the ground below. They are much smaller than a hurricane, usually a hundred yards in diameter, the length of a football field. Almost all tornadoes spin counter-clockwise, which is the way natural weather patterns spin, though much slower."

Under the right conditions, a thunderstorm concentrates the speed of these slow-spinning winds and forms a fast-spinning air mass, a tornado. While tornadoes have been studied for centuries, organized and scientific studies of them were only begun as recently as the 1950s.

Tornadoes are studied by the damage they produce. By studying a damaged structure, engineers can estimate the wind speed necessary to cause certain types of damage, such as the speed necessary to lift a roof off a house. Tornadoes also leave pathmarks as they move across terrain. The shape of these marks is used to estimate the tornado's wind speed. With this knowledge of wind speed, architects and engineers can determine the necessary stress factors needed in buildings in tornado areas constructed to withstand the high winds.

As a result of these tests, safe places have been discovered for people to remain in should they find themselves in the path of a tornado. It's best to stay inside a building, in the basement if there is one, next to or under a heavy object. Small, interior rooms are the next best place to stay. If these are not available, position yourself as firmly as possible against a sturdy and/or heavy object, such as a door frame or, if outside, a tree.

"At this early stage it is impractical to think of ways to prevent or destroy tornadoes," says Forbes, "because of the early stages of research we're in. Now, we're learning what they are and what causes them, and applying what we know today to help us tomorrow."



Adapted from a report by WEATHER/WORLD producer Keith Stevens, broadcast January 18, 1980

In the market check-out lines, in the parking lot, and in the home people are complaining about their high food bills. Yet many shoppers confuse their food bill with their grocery bill. Knowing the difference can mean savings for the wise shopper.

The grocery bill is the total amount on your check-out register tape. In addition to the cost of the food, it includes the cost of any clothing, magazines, books, health-care and personal products, housewares and hardware, and auto and school supplies. These are general merchandise, or non-food items and, on the average, account for one-quarter of the total check-out bill.

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According to the Food Marketing Institute, a trade association of the Supermarket Association, the average new supermarket in 1978 devoted 20 percent of its selling area to general merchandise, double what it was the year before. Almost 16 percent of a market's weekly sales is from general merchandise items. This does not include sales from paper and paper products, laundry and soap supplies, cigarettes, and pet and health foods.

Supermarkets devote large amounts of space for non-food items for economic reasons. The profit made from food items is only a few cents more than what the market purchased them for. Pricers mark up the cost on non-food items more in order to maintain a large enough profit to operate the store properly.

Shoppers can lower their food bills by becoming aware of what they are buying while in the market. Make note of what is food and what is non-food. While supermarkets are usually competitive price-wise, general merchandise might be less expensive elsewhere. Take note of prices when shopping in other stores and compare them to the supermarket price. And the next time a complaint arises about the food bill, remember, the grocery bill is not the same. You may be a better food shopper than you think.

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WEATHER/WORLD is produced by WPSX-TV as a continuing education and community service of The Pennsylvania State University and is seen weeknights at 6:00 p.m. on the following member stations of the Pennsylvania Public Television Network: WQLN-TV/54, Erie; WITF-TV/33, Hershey; WQEX-TV/16, Pittsburgh; WVIA-TV/44, Scranton-Wilkes Barre; and WPSX-TV/3, University Park.

U.Ed. 80-819

New Series Examines The Process Of Science

Most of us don't ever get a chance to see how scientists actually do their work. We only know science from the final scores — reports of experiments we can't apply to our own experience.

But science is something we all do: problem solving. The Search For Solutions, a new series on PBS, takes a fresh and imaginative look at the process of science. The programs seek to dispel public confusion about scientists and their work. The goal: to bridge the gap between science and society by looking over the shoulders of scientists as they pursue solutions to fundamental mysteries.

The Search For Solutions is presented on

PBS by WQED/Pittsburgh in three one-hour programs to be aired June 10, 17 and 24 on most PPTN member stations (check local listings).

Each show, which is composed of three segments, presents a different method of scientific problem solving by showing both scientists and non-scientists in the process of doing science.

The first program explores "Evidence," the facts of the matter; "Patterns," the shape that facts take; and "Investigation," digging for missing facts. The second program takes us through the processes of "Trial and Error," "Context" and "Adaptation": approaches to a problem from three different perspectives.

The third program explores "Modeling": thinking small to get the bugs out before trying it for real; "Theory": summing up what you know to take aim at what you don't know; and "Prediction" for which you need a good model, a good theory, and the courage to step out on a limb.

Marathon swimmer Diana Nyad, Japanese potter Master Kei Fujiwara, Nobel Laureate Linus Pauling, and scientist Wilhelm Roentgen are among the 160 scientists, athletes, artists, inventors and others who are featured on **The Search For Solutions**. Stage and screen star Stacy Keach will host and narrate the series.

Kudos For PPTN Annual Report

The 1979 Pennsylvania Public Television Network Annual Report has received honors from three communications organizations.

Champion International Corporation presented its "Champion Papers Award" to PPTN for "combining imagination in the choice of paper and expert craftsmanship in its use to achieve a printed communication that reflects the highest standards of the graphic arts."

Women in Communications, Inc. honored the PPTN annual report with a

second place award at its recent Central Pennsylvania Communications Awards Ceremony.

The report also received the Neographics Gold Award in the Delaware Valley Graphic Arts Competition for best annual report. It will become part of a traveling exhibit sponsored by the Printers Trade Association of Delaware Valley.

The 1979 Annual Report was designed by Krone Art Service Inc. of Lemoyne, Pa, and printed by Sowers Printing Co. of Lebanon, Pa.

Victory Garden

Wondering what inflation will do to food prices this year? Bob Thomson has the answer as **The Victory Garden** returns for a new season on most PPTN member stations (Check local listings). Each week he'll give tips on everything from vegetable gardening to raising prize roses, and from indoor gardening to landscaping.

This year in **The Victory Garden**, Thomson will do more experimental gardening. He'll introduce new European varieties of vegetables and flowers that have just recently become available in the United States. He will also experiment with different vegetables, growing them right along with old favorites so viewers can compare the results.

Thomson plans to plant everything from cool weather crops, such as spinach, lettuce, cabbage, and onions, to warm weather crops like eggplant, tomatoes, and peppers. And you won't have to worry about pests once your garden is lush, because the program will also give some useful tips on how to keep unwanted visitors out of your garden.

Other plans for the season are tips on planting and pruning fruit trees. Don't despair if you have limited space because there is an advantage to planting dwarf fruit trees. "Aside from taking up less space," Thomson explains, "they'll produce big juicy fruit within three years." He'll introduce different varieties of dwarf fruit trees that are suitable for small gardens. Viewers will also learn what produce is suitable for urban gardens or containers, and how to make a five-gallon plastic can into a lovely compact garden.

In addition, **The Victory Garden** will do some traveling this year. Plans for visiting outstanding gardens both here and abroad are in the works.

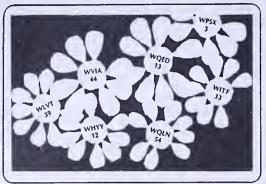
Thomson looks forward to giving **The Victory Garden** a new and different look and says, "Gardening will not only provide viewers with savings on their food bills, but it will also give them a bonus of fresh air and exercise."

Operations Center Serves As Studio



John Dimsdale, producer/reporter for WQED's Harrisburg Bureau, hosted April's **Town Meeting** from PPTN's Network Operations Center in Hershey. The Operations Center was turned into a studio for the duration of the broadcast.

Station To Station



A new public information director and associate director have begun their duties at WHYY/Philadelphia. Director Kirby F. Smith brings to WHYY a wide range of experience in public relations and arts administration, serving most recently as communications director of the McCarter Theatre in Princeton, New Jersey. Smith is a member of the Pennsylvania Council on the Arts' Theatre Advisory Panel and the Arts House of the University of Pennsylvania's Advisors Board. Judith Karp, associate director, has an extensive journalism and communications background. Based in Paris for the past three years, she served as contributing editor of PARIS METRO and FUGUE magazines, was a cultural stringer for TIME and a member of the editorial planning board of the French monthly MUSIQUES. Karp has also freelanced for National Public Radio and the BBC in London.

The 13th annual Eastern Intercollegiate Wrestling Association Championships, held at Lehigh University, aired on nearly 1000 cable TV stations throughout the country. The broadcast was produced by WLVT/ Allentown for the Entertainment Sports Programming Network (ESPN). The ESPN system broadcasts major sports via satellite to affiliated TV cable stations. WLVT has covered the Wrestling Championships in the past, but this is the first time the broadcast was so extensively shown.

Training for the University of Pennsylvania's Penn Relays Marathon by running 90 miles a week proved to be the winning formula for Diane Miller. Employed by **WQED/Pittsburgh**, Diane placed first in the women's division. She completed the 26.2 mile race in 3 hours 6 minutes, breaking her own record of last year by 1.5 minutes. Undoubtedly, there is speedy postal service at WQED because Diane works in the mailroom!

"Three Mile Island — One Year Later," WITF/Hershey's mini-documentary shown as part of The National Nuclear Debate, has been selected as an example of responsible broadcast journalism by the Washington Center for Alternative Learning. In early May, "Three Mile Island — One Year Later" was shown at a seminar for journalism students from across the country.

WQLN/Erie's Community Advisory Board surveyed area residents to determine TV and radio preferences. The survey information will be used to evaluate present programming and assist in planning future programming goals. The survey, designed by advisory board member Barbara Reeves, was conducted by senior citizens of St. Joseph's Apartments in Erie.

There are six new part-time employees at WVIA/Scranton who are involved in everything from lawn care to clerical duties to camera crews to "whatever has to be done." These workers are part of the Green Thumb Program for people over 55. This program, sponsored by the National Farmers Union with a grant by the Dept. of Labor, is available in 48 states.

Return to Bitumen, produced by **WPSX/ University Park**, tells the story of a unique family reunion. In the early 1920s Bitumen, Pa., in Clinton County, was a thriving coal town. Today, with a population of 90 people, Bitumen hosts an annual reunion the first Sunday in July. Hundreds of direct

descendents and relatives, from all over the country, return to Bitumen to reminisce about the good old days and recall memories of their common heritage.

Over Easy Adds Co-host

Over Easy, the daily PBS series designed to recognize the needs and aspirations of mature viewers across the country, has added broadcast journalist Frank Blair as cohost. The series' new look is a response to the increasing complexity of issues affecting older Americans.

Blair brings varied and distinguished journalistic experience to his new position. For 23 years, he was the newscaster on NBC's "Today" show, having been one of the program's original on-air staff members. Blair also moderated two discussion programs for NBC and occasionally hosted "Meet the Press." Prior to his television career, Blair worked in radio as an announcer, newscaster, and station manager. For NBC radio, he hosted several programs, including a talk show, a daily commentary, and two syndicated programs, "The Financial Page" and "Modern Medical Report."

Blair is a long-time colleague of **Over Easy** host Hugh Downs. With Downs, he will provide expanded coverage of the issues, concerns, and challenges of older Americans. In response to the rise in viewership for last year's theme programs, **Over Easy** is increasing the number of programs devoted to a single theme. Topics will be dealt with in an investigative manner.

Over Easy airs daily on all seven PPTN member stations; check local listings.



The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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July 1980

a memo from the Pennsylvania Public Television Network

New Statewide Programming

With the start of the new fiscal year, the focus and format of PPTN's statewide program Pennsylvania will change. Plans call for replacing the hour-long, weekly series with three varied series that will include the three major elements of Pennsylvania.

Coverage of state legislative and governmental activities will be provided in a half-hour weekly program titled The People's Business. The program will air Friday evenings at 7:00 on WQED/ Pittsburgh, at 7:30 on WLVT/Allentown and WVIA/ Scranton; and at 9:00 on WITF/ Hershey, WQLN/Erie, WHYY/Philadelphia, and WPSX/University Park. This series will be produced by WQED, and will premiere in July (Check local listings).

A series of four **Town Meeting** programs will focus on major statewide issues affecting Pennsylvanians. These will air at various times throughout the year, and will include community participation through distribution of printed materials and guides. The Town Meeting programs will be produced by WPSX/University Park, and will be a cooperative effort of all seven PPTN member stations.

The final series of programs will be seven specials featuring the diversity of the areas served by each of the seven member stations. Each station will produce one spécial throughout the year.

Daytime Emmy Awards

Fred Rogers and Once Upon A Classic were among the nineteen public television programs and individuals to receive Daytime Emmy Awards from the National Academy of Television Arts and Sciences.

The award to Fred Rogers for Mister Rogers' Neighborhood, produced by Family Communications, Inc., is in the category of Outstanding Individual Achievement in Children's Programming. Once Upon A Classic, produced by WQED/Pittsburgh, received the award in the category of Outstanding Children's Anthology/Dramatic Programming for "The Leatherstocking Tales."

Correction

Our May issue contained an error in the report on the results of FESTIVAL '80 fundraising. WLVT/Allentown raised a total of \$54,881. Our apologies...

Happy Birthday America

WHYY/Philadelphia will provide live, national coverage of the July Fourth celebration direct from Independence Hall (check local listings). The celebration is the culmination of the city of Philadelphia's Freedom Festival.

Highlights of the evening's festivities will be the newly-created Philly Pops Orchestra conducted by Peter Nero, playing a specially commissioned medley of patriotic music synchronized with a laser light show. Also participating will be Philadelphia's Mendelssohn Club, singing city choruses, and a Mummer's string band.

In announcing plans for the special, WHYY President and General Manager Jim Karayn said: "The best place for public broadcasting to be to show the nation its 204th birthday is Philadelphia, where the significance of July 4th really began. The city is pulling out all stops to make it a spectacular event, and we are proud to be there with the crew and equipment to do it justice."

Annual Meeting

At Public Television's Annual Meeting in June, the Public Broadcasting Service (PBS) Board of Directors began its examination of means for public television to explore its future role alongside the new communications technologies.

The Board's new Chairman, Dallin H. Oaks, said he, PBS President Lawrence K. Grossman, and a delegated member of the Board will meet with officials of the Association for Public Broadcasting within a month to map out a united strategy for pursuing the evaluation to come. By consent, the Board authorized Oaks to appoint PBS Directors to serve on any task forces that might seem appropriate, in light of those dicussions, "to coordinate future technology applications and identify future financial opportunities for public television."

New technology and future ways to increase public television financing were the subjects of extensive dialogue among station managers attending the meeting. Among topics discussed were the possible interface between public TV and cable, pay-cable, video cassettes and discs, subscription television and direct-satellite-to-home

One of the central issues at stake is a proposal by former staff members of the Carnegie Commission on the Future of Public Broadcasting for the formation of PACE, a nonprofit pay cable service which would concentrate on arts-oriented programming. Sheila Mahoney, former Executive Director of the Carnegie staff and one of three authors of the PACE proposal, advised the Board that she and her colleagues would lend counsel to public television as the system deliberates on what role it should play in the service's evolution.

"We must use our public funds as the nucleus of a quality (program) service," said Grossman. "And, we must leverage those funds through vigorous and imaginative marketing of our programs and our sevices in the private sector."



On

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Air

INCORPORATE D

Entering its 26th year of broadcasting, WHYY/Philadelphia was radio first, beginning in 1954, with television (then Channel 35) following three years later. In 1963, WHYY was awarded the license for a Wilmington VHF station, Channel 12, increasing audience size from 300 thousand to 8 million. In addition to portions of eastern Pennsylvania, WHYY also serves southern New Jersey and Delaware.

Like many other television stations, Channel 12's early years were lean years — news programs using polaroid snapshots until film and videotape were introduced, and a transmitter limiting the WHYY audience. But the station can also take credit for two industry "firsts." In 1966, WHYY became the first public television station in the country to broadcast a show in color. The following year WHYY was the first station to broadcast live coverage of local school board meetings. This began a tradition of significant contributions to local, regional, and national programming.

WHYY recently secured a long-term lease from the city of Philadelphia for the former Living History Center, the station's new home. Minor renovations will soon make it a modern broadcasting facility, supporting the increased production that is in the station's plans for the future.

Local programming efforts at Channel 12 have been spearheaded by the receipt of a ground-breaking challenge grant from the National Endowment for the Humanities. The \$165,000 grant extends over a three-year period, and will be matched by WHYY with \$495,000 raised locally for a total endowment of \$660,000. Its unique purpose is establishing and maintaining a schedule of local and region wide productions to safeguard local programming, whose status at most public television stations is often precarious.

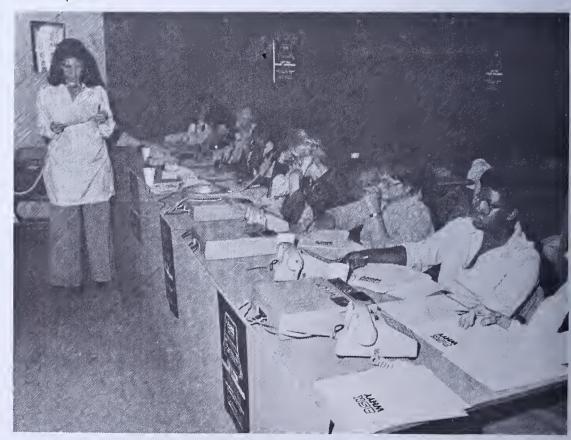
To further develop the local schedule and make it even more relevant, a WHYY Community Advisory Board was established this past year. The Board is a panel of women and men from the Delaware Valley who are providing a vital link between the station and the communities it serves.

Jim Karayn has been Channel 12's president and general manager for three years. He has set in motion his plans to put WHYY in the forefront both locally and nationally.

"I want people to turn to WHYY for programs about them and for them," Karayn says. "I want to show the nation just how



WHYY has begun the process of moving its Philadelphia operations to this building, the former Living History Center on Independence Mall.



Coordinating Producer Lynn Gulezian and Ask WHYY volunteers.

fertile this Delaware Valley is culturally, socially, scientifically...consequently, our bold new steps in the direction of national programming. I would like WHYY to produce the kinds of shows that aren't done

elsewhere: quality programs, experimental, different. We're on our way toward realizing our goal of making this the public broadcasting center the Delaware Valley needs and deserves."

Thank you for answering this questionnaire. Please fold PPTN by July 31, 1980. (fold)	APPILIATION TITLE (Please take this opportunity to make any address correct	L2. Additional Comments:	1. What could be added to THE PENNSYLVANIA CONNECTION to better there any specific areas of public broadcasting you would lin the newsletter or insert?
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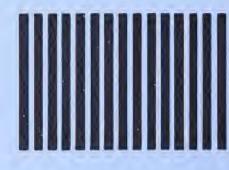
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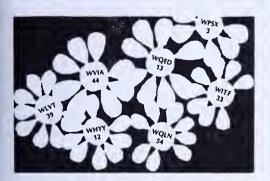
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Station To Station



The Erie Ad Club's annual competition results brought two awards to WQLN/Erie. In the external newsletter category, against formidable competition, WQLN program guide won first place with a "Golden Rooster" award. For last year's Triple Crown Road Races, WQLN took third place with a certificate of merit in the public relations special program or event category. The Erie Ad Club also named WQLN's president Bob Chitester "Ad Person of the Year," the top individual award given by the organization.

Effective July 1, WPSX/University Park will have two changes in staff positions. William C. Miller, station program director, has been named assistant director of broadcasting for the arts. In his new capacity, Miller will develop and coordinate

production of TV programs with Penn State's College of Arts and Architecture. Pennsylvania producer Kathleen Pavelko will be the new host of WPSX's weeknight series, The State of the Weather/The Shape of the World. Pavelko will share hosting of the program with John Grant until September, at which time she will become sole host.

WHYY/Philadelphia's Auction 12 offered viewers a variety of unusual items and services: from a resort vacation for a dog, to a personal astrological reading, to a \$6,000 camp site, to an at-home travel agent course. Auction 12 also had a celebrity touch with a set of autographed albums donated by Linda Ronstadt and with opening guest auctioneers Mayor Bill Green and actress Carol Channing.

In order to increase utilization of Instructional Television (ITV) with participating school districts, WLVT/ Allentown has established the Television Equipment Reimbursement Program. In this program WLVT returns a portion of the perpupil fee paid for ITV services back to the school districts for the purchase of color receivers and recording equipment. WLVT School Services Director Frank Dobias is program coordinator in conjunction with the Pennsylvania Department of Education and

local Intermediate Units.

Elaine Welles has assumed the position of assistant manager of information at WITF/Hershey. Welles graduated from Rutgers University with a major in communications. Her background includes general assignment and entertainment writing for a Philadelphia newspaper and information specialist for Cheyney State College. At WITF Welles will be responsible for press relations and print materials.

As part of **WQED/Pittsburgh's** Great TV Auction, there was a special bid board called the "I Wish" board. This year one of the "priceless items" on the "I Wish" board was lunch with Bill Bixby. The high bidders and their families collected their "merchandise" on the set of **Once Upon a Classic** where they met Bixby for lunch.

In August, WVIA/Scranton will hold a plaque ceremony at the station in honor of the late Dr. Richard F. McNichols. One of WVIA's founders, Dr. McNichols was instrumental in securing the original license for the station and served on the board for fourteen years. The tribute to Dr. McNichols will include the designation of TV 44's community room as the "Richard F. McNichols Meeting Room."

New Public Affairs Series Premieres

A new television series, produced by a consortium of public television stations — the first venture of its kind — will premiere this summer on most PPTN member stations (Check local listings). **U.S Chronicle**, a 13-week, half-hour public affairs series, takes viewers behind the headlines for a fresh look at America at the start of a new decade. The series will be seen weekly around the country from July to September.

Jim Lehrer, award-winning broadcast journalist and correspondent of **The MacNeil/Lehrer Report**, will anchor the series, introducing and summarizing each weekly report.

U.S. Chronicle examines the impact of national policies, trends and issues on the people who have to live with them, the citizens of this country," says Lehrer. "There'll always be room for an occasional profile of a particularly interesting personality. But the predominant thrust of the series is to capture the feelings, the spirit, or predicament if you will, of the country at the start of a new decade," he adds.

Each program deals with a single topic of national importance, and focuses on what's happening now to people and places, trends and issues. The questions raised are pointed and often controversial and are examined by the reactions, opinions and experiences of Americans.

U.S. Chronicle is the first public affairs series produced by a consortium of public television stations. The backbone of the series is a group of 15 stations which produced the half-hour documentaries. Together they represent a national production network.

The consortium has nationwide geographical representation, and includes the following stations: WMHT/Schenectady, WNED/Buffalo, WPSX/University Park, WNET/New York, WHA/Madison, KCTS/Seattle, KTCA/St. Paul, WGBH/Boston, KQED/San Francisco, WETA/Washington, WCNY/Syracuse, WVIA/Scranton, New Jersey Public Television, and the Maryland Center for Public Broadcasting.

Managers Meet With Legislators

The general managers of the seven PPTN member stations met recently with Pennsylvania's congressional delegation in Washington, D.C. for an informal discussion of issues impacting on public broadcasting in the Commonwealth.

Managers and their stations are: Sheldon Siegel, WLVT/Allentown; David Roland, WQLN/Erie; Robert Larson, WITF/Hershey; Jim Karayn, WHYY/Philadelphia; Lloyd Kaiser, WQED/Pittsburgh; George Strimel, WVIA/Scranton; and David Phillips, WPSX/University Park.

Accompanying the managers were H. Sheldon Parker, Jr., PPTN general manager; Richard Jones, PPTN assistant general manager; and Dr. John O. Hershey, vice chairman of the PPTN Commission.

Dr. Hershey characterized the meeting as a "healthy and fruitful exchange of ideas" and hoped that future contacts with key government officials would prove beneficial in public television's service to the citizens of the state.

Month Of The Woman



Left to right: Liv Ullmann, Zoe Caldwell, Lynn Seymour, and Meryl Streep are among the artists featured during Month Of The Woman on Great Performances.

The Month of the Woman will be celebrated on public television in July when **Great Performances** presents a double feature encore series about gifted women in a variety of fields. In addition to its regular Wednesday night time slot, during the summer a second series of **Great Performance** programs will air Friday nights, beginning July 11 (Check local listings).

Launching the Month of the Woman is Eugene O'Neill's tragedy "Mourning Becomes Electra." Set in a small town in post-Civil War New England, it is the saga of the Mannon family, torn apart by deep Freudian conflicts — between mother/daughter, father/daughter, mother/son, and son/daughter.

Liv Ullmann returns in "The Human Voice," Jean Cocteau's drama of a desperate woman holding one last telephone conversation with her former lover. A contrasting version of the same story features soprano Karen Armstrong in the one-act opera "La Voix Humaine."

Cathleen Nesbitt and Anne Francis star in "Abide With Me," a drama about the relationship between generations and classes. Miss Nesbitt plays the cantankerous Mrs. Hollins, a 90-year-old English dowager who hires a 14-year-old lower class girl (Anne Francis) as housekeeper and maid. Their

association develops and deepens as the old woman's anxieties and fears of dying are met with pity and sympathy from young Winnie. But no matter how helpful or indispensable Winnie becomes, class distinction precludes her being remembered in Mrs. Hollins' will.

Dancer Lynn Seymour joins Anthony Dowell and London's Royal Ballet in "A Month in the Country." Set to the music of Frederic Chopin and performed at the Royal Opera House at Convent Gardens, Sir Frederick Ashton's adaptation of Ivan Turgenev's classic Russian play tells the tale of a handsome young tutor whose arrival in a household is a tragic reminder to the lady of the house that her youth is passing.

"Uncommon Women and Others," a drama about choices, competition, achievement, and the struggle to remain an individual, features Meryl Streep, Swoosie Kurtz, and Jill Eikenberry. At an informal reunion seven years after graduation, five classmates from a prestigious women's college compare notes on their lives and, in flashbacks to their college days, reveal the dreams and ambitions fostered by their alma mater which stressed their status as "uncommon women."

The lives of six "uncommon women" from history are recreated in "Out of Our

Fathers' House." Based on Eve Merriam's book "Growing Up Female in America," the story is told in the words of the women themselves as taken from diaries, journals, and letters. This play with music features Jan Miner as labor organizer "Mother" Mary Jones, Kaulani Lee as Elizabeth Cady Stanton, who with Susan B Anthony, pioneered the struggles for women's right to vote, Jackie Burroughs as astronomer Maria Mitchell, and Carol Kane as the tubercular wife and mother Eliza Southgate.

Tony Award winner Zoe Caldwell portrays the legendary French actress Sarah Bernhardt in "Sarah." Suzanne Foster's theatrical biography of "The Divine One" spans 50 years of her tempestuous life and a range of personal and professional triumphs and failures, bouts with illness, anti-Semitism, a disastrous marriage, frequent scandals and numerous comebacks after publicly announced retirements.

Mezzo-soprano Christa Ludwig concludes a summer salute to women in "A Brahms Lieder Recital with Christa Ludwig and Leonard Bernstein." Taped on location at the Tel Aviv Museum, the concert is interspersed with Ms. Ludwig's observations about music and the interpretation of lieder.

Check local listings for all programs.

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The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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AUG U & 1300

a memo from the Pennsylvania Public Television Network

National Geographic Specials Honored

"Last Stand in Eden" and "Gold!," two National Geographic Specials produced by WQED/Pittsburgh, won Blue Ribbon and Red Ribbon Awards, respectively, from the American Film Festival. Nearly 400 films were entered in the competition, which is conducted by the Educational Film Library

Association

"Last Stand in Eden" examines the dramatic struggle between man and elephant over land in East Africa which both need to survive. "Gold!" presents a fascinating look at how the precious metal is mined, transported, and used.

Coming Down From The Mountain

Dr. Robert F. Larson, WiTF President and General Manager, wrote about the station's future in the following article, which appeared in their July Program Guide.

WITF is considering how best to serve its large broadcast area through an interconnected system of satellite studio-offices to be located in Harrisburg, Lancaster, York, and Reading. The approach views all of south central Pennsylvania as a community studio by providing the capability for timely production of live or taped programs.

The plan is seen as a way for these stations to identify more closely with the total region through the establishment of "outposts" that can serve as local offices, mini-production centers, and points of contact between the stations and the public. Augmented remote facilities will enable WITF to cover virtually any area within a 50-mile radius with timeliness and, if necessary, on a "live" basis.

The proposed WITF Community Network assumes maximum utilization of developing communications technology as well as continued attention to the concept of "community." Rapid communication and mobility have caused "community" to be a much more elusive phenomenon than it used to be. A small town or a church or a

part of a city might represent a "community" for those sharing certain concerns or objectives. If the ultimate goal is to improve a community, electronic communications may play an important part in this process by creating a greater awareness of mutual agendas and goals.

A WITF staff working paper on public broadcasting and community suggests new approaches:

"A broadcast operations confined to one structure may soon be obsolete. Technological innovations are separating electronic media from their old foundations and turning them into public resources which are more fluid, mobile, and accessible. The challenge to adapt to new technology and to seek deeper involvement in the community are closely related.

"Traditional broadcast communications have functioned in a manner which might almost be described as oracular. The new technology contains a challenge to come down from the mountain (WITF's transmitter is on Blue Mountain north of Harrisburg) to live within the community in a new and more creative way."

The WITF Community Network may help to redefine the "public" in public broadcasting in south central Pennsylvania.

Commission Meeting Highlights

The quarterly meeting of the Pennsylvani Public Television Network Commissio (PPTNC) was held June 26 at the networ headquarters in Hershey. The mornin session, a joint meeting of the PPTNC and th Network Operations Committee (NOC), wa devoted to a look at programming of the pas year as well as programming plans for th coming year. The group reviewed program produced by PPTN member stations an distributed nationally, statewide, an regionally. In addition, a videotap presentation showed excerpts from programs produced locally by each of th seven PPTN member stations. Program funded by the PPTNC in the past yea included the weekly series Pennsylvania an the six Town Meeting specials.

A review of this year's summer schedulindicated that PPTN originates 2,827 hours of daytime programming for use by the stations constituting 64 per cent of their daytime schedules. Network origination of these programs from 55 different series permit stations to reduce their costs for these programs by more than 80 per cent.

Programming plans for the coming year include PPTNC funding for three statewid series. These are: **The People's Business**, weekly state government report; four **Tow**. **Meeting** programs focusing on issues of statewide concern; and one or two special produced by each station on a wide range of topics. Two-thirds of the programmin funded by grants from the PPTNC will be public affairs programming.

During the afternoon session, the proposed budget for fiscal 1980-81, a recommended by the Finance Committee was adopted by the Commission. The \$6,951,000 budget reflected a \$300,00 increase over last year. The additional amount was supported by the legislature a proposed by Governor Thornburgh for a expansion of statewide programming efforts.

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WHYY Will Produce Philadelphia Orchestra Series

The passing of The Philadelphia Orchestra baton from Eugene Ormandy, its conductor for 44 years, to 38-year-old Riccardo Muti will be documented musically by WHYY/ Philadelphia in a five or six part series to be broadcast early in 1981 on PBS. The series will also be made available to stations for simultaneous stereo broadcast.

Atlantic Richfield Company has made a grant of more than \$1 million for production of the series to The Philadelphia Orchestra Association and WHYY.

"This projected series is a vital part of the Orchestra's new era," said Philadelphia Orchestra Association President David P. Eastburn, "and is an important step toward our goal of enlarging our audience. It is to be an exciting picture of the position of the Orchestra in the next few seasons when we continue to have the contributions of Eugene Ormandy as he becomes Conductor Laureate, and when we experience the infusion of Riccardo Muti's dynamic leadership as Music Director. The Orchestra Association is grateful to Atlantic Richfield for making it possible for millions of people to share in these exciting programs."

Jim Karayn, WHYY president and general manager, said, "There couldn't be a better time to capture The Philadelphia Orchestra on television. We'll use actual performances and documentary segments to show how a great orchestra functions, and to record the musical genius of the man who shaped its past and of the man who will shape its future."

Eugene Ormandy became The Philadelphia Orchestra's Music Director in 1936 at the age of 38, the same age at which Muti will become its Music Director. Ormandy's 44 years as Music Director is the longest tenure of leadership with a major orchestra in musical history. Muti becomes the fifth Conductor in the Orchestra's 80-year history.

Ormandy will become Conductor Laureate and Muti will be Music Director when the Orchestra's 1980/81 season opens. The series will capture the two outstanding conductors at work and play during the transition.

The first videotaping of the series, Verdi's "Requiem," performed at Philadelphia's Basilica of Sts. Peter and Paul, took place in April. Under Muti's direction, the concert was staged especially for the series and featured The Mendelssohn Club of Philadelphia in addition to The Philadelphia Orchestra.

Other programs in the series will include videotaped concerts or special television productions like the Verdi "Requiem." The remainder of the broadcasts will be videotaped in the fall and winter of 1980/81.



Riccardo Muti is the new Music Director of the Philadelphia Orchestra.

Pennsylvania Technology Seminar

PPTN and the Pennsylvania Department of Education (PDE) recently cosponsored a two-day Pennsylvania Technology Seminar for over 200 participants from across the state

The seminar focused on the new computer and television technologies and ways in which these technologies can be used to enhance instruction in the Commonwealth. Lectures and demonstrations were presented by experts from public and instructional television, and various communications industries.

Hosted by PDE Secretary Dr. Robert Scanlon, the seminar was designed for Intermediate Units, college presidents, key legislative staff, higher education personnel, public and instructional television representatives, and PPTN Commissioners.

The seminar was held at the State College Conference Center. Technical assistance was provided by PPTN member station WPSX/University Park.

Update On Closed-Captioned Programming

In March of this year, PBS began broadcasting closed-captioned programs for hearing-impaired viewers. Following is a complete list of upcoming programs which will air with closed captions.

- Austin City Limits
- Camera Three
- Divided City: Jerusalem
- An Act of Congress
- National Geographic Special: The Invisible World
- Great Performances: A Life in the Theatre
- Flambards
- Here's To Your Health
- Old Friends, New Friends
- •Free To Choose
- •Lord Mountbatten: A Man for the Century
- Masterpiece Theatre
- Once Upon A Classic
- Nova
- Over Easy



Programming is the keystone of public television. It is the medium's most identifiable element — the end result of a process combining efforts and talents of many people.

This print supplement, prepared by the PPTN Public Information Office, focuses on the variety of national, statewide, and local programming produced by the seven member stations. It is by no means a complete list, but is representative of what the stations are doing to serve their communities. All programs have been produced by the station under which they are listed. Included, in this order, are local productions, programs distributed statewide, and those distributed nationally.



State of the Weather/Shape of the World

 Reports on science, business, health, education, and other important subjects combined with up-to-the-minute weather reports and forecasts.

Talkabout — Conversations with interesting people about activities, events, and experiences affecting residents of Central Pennsylvania.

TV Quarterbacks — Penn State football coach Joe Paterno reviews the latest action by the Nittany Lions, and players and coaches discuss strategy and techniques.

Inside Basketball — Insight into college basketball at Penn State by coach Dick Harter.

Profiles of Rural Religion — Seven-part series exploring the role of religion in the lives of a number of individuals in Clinton County. Produced as part of Penn State's Rural America Documentation Project.

The Quest for Food — A college credit course dealing with the many issues that are part of the world food crisis.

Children of all Ages — A special capturing the excitement and entertainment of the circus, focusing on the Circus Fans of America Association and their annual convention

Profiles In Excellence — A one-hour special featuring profiles of the ten Pennsylvania artists honored with the first "Hazlett Memorial Awards for Excellence in the Arts."

Physician Update — A project of the University of Pittsburgh, Temple University, and The Pennsylvania State University allowing physicians to earn Category One AMA credits.

Return To Bitumen — A documentary account of the 1978 reunion of the remaining families and former residents of Bitumen, Pa., once a thriving mining community.

Pennsylvania — Weekly program featuring reports on state government, live discussions of current issues, and features on cultural events and community activities around the state. Involved participation by all seven member stations.

What's in the News — Weekly instructional series focusing on current events and people in the news, designed for fourth, fifth, and sixth graders.

Extensions — Weekly magazine series about the events, services, and situations that affect individual, family, and community life. Designed to help consumers cope with rising inflation and reduced buying power. **Christmas at Penn State** — The sights and sounds of a rural Christmas presented by the

sounds of a rural Christmas presented by the Penn State Brass Choral and Glee Club.



Living Here — A feature magazine capturing all the things that enrich life in Northwestern Pennsylvania and across the lake in Canada. Some Things Happening — Public service

program focusing on community events, what's new to the area, and special people. Monthly Special Editions devote the full half hour to a person or event of ususual interest to the community.

Fall Festival Specials — Included a jazz concert, disco contest, children's festival, and bluegrass festival, all simulcast on WQLN-FM.

To Canada With Love — An affectionate tribute to WQLN's Canadian neighbors, including interviews with Canadians and native Americans in government, the arts, and business.

Special Edition: Armed Robbery — A dramatization of the legal procedures which followed the arrest of a young man for armed robbery. Preceding the film, experts answered frequently asked questions about criminal law. Honored by the Pa. Bar Association with the William A. Schnader Award and the American Bar Association with a Certificate of Merit.

Money — A live call-in featuring a panel discussion of the national and local overview of the 1980 economy as well as budgetary adjustments for consumer survival.

Joseph Plavcan: A Retrospective - An

exploration of the life and work of one of Erie's foremost artists.

Facing Death — A four-hour presentation consisting of locally produced segments before and after the programs Tidewatch and Choosing Suicide. The introductory hour, titled "Death and the Future," featured a discussion on death and dying in view of ethical questions raised by recent medical and technological advances. The concluding hour, titled "Self-Determination, Self-Destruction: Do We Have the Right?," was a live studio discussion and viewer response which explored the ethical, theological and legal implications raised by the preceding programs.

International Hockey — Play-by-play coverage of the game between the Erie Blades and the Soviet National Hockey Team.

Basketball Special — Live coverage and commentary of the game between Erie's Cathedral Prep and the Soviet Basketball Touring Team.

Free to Choose — Series featuring Nobel Laureate Milton Friedman with documentaries and discussions on serious issues facing the U.S.



Phone 44 — Live discussions on local topics of interest, ranging from public affairs to pets, medicine to crafts, cooking to law.

Another Roadside Attraction — Monthly music series showcasing area talent from rock bands to classical groups. Simulcast on WVIA-FM.

Venture Outdoors With Bob Bertocki — Demonstrations and discussions for outdoors people.

A Closer Look — Focuses on local issues, agencies, and topics.

44 Night Edition — Short news capsules airing every weeknight.

H.R. 6161: An Act of Congress — Scheduled to air nationally in September, this documentary captures the dynamics of translating the will of the people into the law of the land. Focuses on the many-sided struggle over passage of the nation's clean air laws in the House of Representatives. Highlights the arguments and lobbying of environmentalists, industry, and labor; parliamentary maneuvering and arm-twisting; and the crucial voting of Congress, both in committee and on the floor of the House. Was awarded the "best in category (political)" at the San Francisco Film Festival '79.



Ask WHYY — Weeknighly information series on timely topics of community interest, with viewers calling in questions and comments. Received commendation from Montgomery County Mental Health Association for informing public about mental health issues. Presented community service award from the Southeastern Pa. Chapter of the American Cancer Society.

WHYY Report — Specials focusing on issues of specific concern to Philadelphians. Two recent topics have been the city's financial problems and proposed school closings.

Death of a Princess: Birth of a ControversyA review and update of events

surrounding and reactions to PBS's controversial documentary.

Another Voice — Weekly analysis of political, economic, and social issues and events affecting America's minorities.

William Penn: The Passionate Quaker — The spirit and life of Pennsylvania's founding father recreated by folksinger Oscar Brand with the help of Penn's country estate, Pennsybury Manor.

Every Four Years — A series of three one-hour programs examining the nature of the presidency, changes the office has undergone, and the public's perceptions and expectations of the president.



360 — Half-hour weekly public/community affairs program on topics of concern to South Central Pennsylvania residents. One segment, "The Harrisses," which focused on the marriage of a mentally retarded couple, received recognition from the organization One-to-One.

Newsmakers — Half-hour weekly news/interview program providing timely and indepth coverage on topics of statewide interest.

Medicall — Hour-long monthly phone-in health program focusing on those areas of concern most directly affecting personal and family health.

The Good Time Gospel Christmas Special — Hour-long holiday musical celebration featuring traditional gospel and contemporary rock gospel.

Tidewatch Hour-long documentary profiling one man's struggle with terminal illness.

The Governor and the Class of '79 — Halfhour special featuring Governor Thornburgh's commencement address to the 1979 graduating class of Milton Hershey School. Also included were interviews with seniors from public, private, and vocational schools around the state.

The People of Three Mile Island — Hourlong examination of the effects of the Three Mile Island accident on area residents.

The National Nuclear Debate — Two-hour live debate on the issues surrounding the nuclear energy controversy with host/moderator Jim Lehrer and leading national nuclear experts. "Three Mile Island - One Year Later," the mini-documentary shown as part of this program, was selected as an example of responsible broadcast journalism by the Washington Center for Alternative Learning and was shown at a seminar in early May to a group of journalism students from across the country.



Lehigh Valley Scholastic Scrimmage — High school quiz program involving 25 local participating school districts in the WLVT service area. Earned American Legion Auxiliary "Golden Mike" Award as best local program produced for youth (national award).

On Call: A Valley Health Series — One program in this medical/health series earned two national awards. "Open Heart Surgery: A Coronary By-Pass" received the Golden Plaque "Hugo" Award as outstanding TV documentary at the 1979 Chicago International Film Festival; and the Scripps-Howard Award for Distinguished Journalism as outstanding local program produced for public television - community medical education,

Mundo Hispano — Geared toward the interests of Hispanic peoples, and broadcast weekly in Spanish.

Lehigh Valley Black Exposure — Monthly program focusing on news, information, public affairs, and performances of special interest to the Black community.

Specialty of the House — weekly how-to program featuring experts on cooking, plants, and all types of beverages, as well as consumer-oriented shopping tips.

Wrestling Telecasts — Special Officials Award presented to Larry Sheridan and Shel Siegel for ten years of "accurate and sensitive reporting" of Eastern Intercollegiate Wrestling Association Tournament events and for the special contribution of furthering the knowledge and appreciation of college wrestling locally and nationally.

1979 Eastern Drum and Bugle Corps Championship — Highlights of the competition which took place at Allentown High School Stadium between 12 corps.

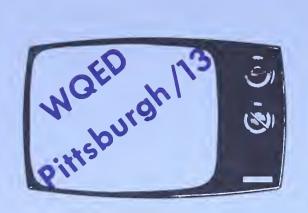
Lehigh University Football — Play-by-play coverage of games.

Benjamin Franklin Symposium — Three-part series providing long-range perspectives on issues and trends likely to face Pennsylvania in the coming years.

Pennsylvania's First Lady Questions The Juvenile Justice System — As cochairperson of the Pennsylvania Committee for the International Year of the Child, Ginny Thornburgh moderated this special on the state's Juvenile Justice System.

A Little of Asa Packer — A feature on the Lehigh Valley, tracing the observations of Asa Packer, the 19th century industrialist and philanthropist who founded Lehigh University in Bethlehem.

All For One — Documentary dealing with the Lamaze method of birth. Recently used as background for a five-part newspaper series in the "Allentown Call".



Action Specials — Focus on timely topics affecting Pittsburghers with live, phone-in format. This year's Specials have included: "A High School Diploma - Who Needs It?;" "Run For It!," all about running; "Making Babies," about teenage pregnancy; and "What's Your Credit-ability?," about credit and personal finance.

Lyceum — Weekly cultural affairs program featuring interviews and demonstrations by artists and representatives of art organizations.

The Bottom Line — Weekly public affairs program examining issues and topics of concern to the people of Pittsburgh and Western Pennsylvania.

Black Horizons — Weekly minorityoriented program with an interview and panel discussion format. Longest running program of its type on television.

WQED Presents: Tom Savini, A Portrait — A conversation with the Pittsburgh native who fell in love with special effects as a kid and went on to become internationally famous. Earned Matrix Award from Women in Communications.

Rape: A State of Fear — Three-hour special about the crime of rape, focusing on the victims, the police, the courts, and prevention. Received the Media Award for Public Service from the Pittsburgh Community Crime Prevention Coalition.

Governor's Legislative Message — Governor's address to a joint session of the legislature, outlining his programs for the future.

Pennsylvania Special: Governor Thornburgh's Budget Message — Presentation of the governor's State of the State message and budget proposals to a joint session of the Pa. Legislature.

Another Viewpoint: Democratic Response to the Thornburgh Budget — Legislative leaders' response to the governor's Budget Message.

Town Meetings — Series of six specials focusing on major statewide issues, with

participation by all seven member stations. Topics were: energy, the state's economic future, removing the liquor business from state control, educational issues, and two call-in programs: one to Governor Thornburgh and one to legislative leaders.

Connections — An exploration of the development of technology and its impact on the world today.

Once Upon A Classic — Drama series presenting major literary works in a form to be enjoyed by the whole family. Received Action for Children's Television Citation for Continued Excellence in Children's Programming. One program in the series, "The Boy With Two Heads," nominated for an Emmy. A four-part adaptation of "The Leatherstocking Tales" received an Emmy in the category of "outstanding children's dramatic/anthology programming."

National Geographic Specials — Series of documentaries noted for excellent cinematography and diversity of subject matter. One Special, "Mysteries of the Mind," received the John Muir Medical Film Festival Medical Research Award. Two others, "Last Stand in Eden" and "Gold!," won Blue Ribbon and Red Ribbon Awards, respectively, from the American Film Festival conducted by the Educational Film Library Association.

Search for Solutions — A fresh look at the process of science, seeking to dispel public confusion about scientists and their work.

Cover Story — Series of specials combining the resources of WQED and "Newsweek" magazine to focus on timely topics of national interest from a variety of perspectives. The first three programs dealt with the future, inflation, and adoption in America.

Pursuit of Excellence — Profiles of world champion marathon runner Bill Rodgers and Olympic Medal winner Frank Shorter in preparation for and running in the 1978 Boston Marathon.

...Member Stations of the Pennsylvania Public Television Network

Station To Station



Jim Karayn, WHYY/Philadelphia's president and general manager, has been named to serve on the public advisory committee for the League of Women Voters' Presidential Debates. Karayn created and

served as director of the 1976 Presidential Debates. The committee will develop and execute plans for the 1980 televised debates which the League of Women Voters Education Fund hopes to sponsor in the fall. Among the committee's responsibilites will be setting up eligibility requirements for candidate participation in the debates.

Family Day Care: A Full-Time Job, produced by WQED/Pittsburgh, was a fivepart series about family day care and the day care providers. The pilot series was designed to be used with a workbook/manual as "inservice" training for family day care providers and interested parents. A portion of the program featured in-depth reports on discipline, working with parents, and the special needs of children. Less detailed information segments covered nutrition, making toys, safety, and the legal aspects of family day care. Six family day care providers discussed their own experiences on the fourth program of the series. The concluding program was a panel of guest experts who responded on-air to phone-in questions.

The award-winning documentary H.R. 6161: An Act of Congress, produced by WVIA/Scranton, will be broadcast nationally by PBS this fall. The program follows the passage of the Clean Air Bill through the U.S. House of Representatives. The League of Women Voters from Lewisburg has embarked upon an awareness campaign to alert citizens across the state to view the documentary.

During their first Great On-Air Auction five years ago, WLVT/Allentown initiated "The Money Scramble." Today, this event is part of public television auctions nationwide. "The Money Shower" and "The Bank Roll" have been other special Channel 39 auction happenings. In each of these money give-aways, the highest bidders are required to come to the studio, participate in

a "money game" and, best of all, take home their loot.

WQLN/Erie will host the last leg of the Triple Crown Road Races with a 20 kilometer grande finale to be held Auguest 16. The finale will serve as the kick-off of WQLN's summer festival membership drive. The summer festival, held over a period of three days and open to the public, includes a children's festival and a square dance. The membership drive will conclude with a catered champagne brunch, complete with a string quartet that will air simultaneously over WQLN-FM, all under a big tent in the scenic woods surrounding the Erie station.

Susan H. Steinmeyer has been named Assistant Director of Broadcasting for Programming and Distribution at WPSX/ University Park. In addition to programming, Steinmeyer's new position includes promotion and outreach activites. One of five Assistant Directors at Channel 3, she intends to expand continuing education services to the community. Steinmeyer has worked at the station since 1973, first in promotion and then six years as program coordinator. Her background involved community development for the cities of Harrisburg, Pa. and Cleveland, Ohio. She was also editor of the Department of Community Affairs' "Legislative Bulletin." An English major, Steinmeyer continued her studies at Penn State University to receive a master's degree in speech communication.

Susan Deemer, WITF/Hershey's manager of information services, represented the station at the annual Corporation for Public Broadcasting (CPB) Radio Development Workshops. Over 300 people from National Public Radio stations attended the workshops in Kansas City, Missouri. Workshop discussions included public information, public participation, and

fund raising.

Auction Results

During the months of April, May, and June, participating PPTN member stations conducted their annual auctions. Five stations received a total of \$964,831. The breakdown is as follows:

WITF/Hershey	\$181,584
WQED/Pittsburgh	\$355,000
WVIA/Scranton	
WQLN/Erie	\$107,138
WLVT/Allentown	\$170,000

WHYY/Philadelphia did not have figures available; WPSX/University Park does not participate in fundraising efforts.

Public Television Honored by National

Education Association

Public television was recently honored by the National Education Association (NEA) for the "substantial and constructive contributions which PBS has made to the advancement of learning through broadcasting."

Two public television series, Freestyle and 3-2-1 Contact, were singled out for "outstanding teacher training and

community outreach components" by the NFA

Freestyle is a dramatic series aimed at youngsters and designed to reduce the limiting effects of sex-role stereotyping on career-related issues, activities, and behavior. **3-2-1 Contact** is designed to give youngsters a greater appreciation of the world of science.

Precision Percussion

The 1980 Drum Corps International Championship will air Saturday, August 16 8:30 p.m. on most PPTN member stations (check local listings). All of the pageantry, polish and precision showmanship of the competition will be broadcast live from Legion Field in Birmingham, Alabama.

The four-and-a-half hour extravganza is a combination World Series and Super Bowl for the thousands of drum corps participants, ranging in age from 12 to 21. For them, the DCI Championship is the climax of a long, hot summer of competition during which a corps may travel thousands of miles.

Only the top twelve corps in the U.S. and Canada win the right to take the field at the Championship, for a show that may last no more than thirteen minutes. The corps compete not only for musical and marching excellence, but for the originality and difficulty of their performances. And often as little as a tenth of a point (out of a possible hundred) separates winners from runnersup.

The 1980 Drum Corps International Championship will feature a dazzling combination of creatively choreographed maneuvers and spirited music ranging from classical to jazz and big band to rock.

A thirty-minute pre-competition show will explain the fundamentals of drum corps competition and reveal the personalities of some of the outstanding corps.



Members of the drum and color guard sections of the 27th Lancers from Revere, Mass., perform in **The 1980 Drum** Corps International Championship.

pptn

The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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September 1980



a memo from the Pennsylvania Public Television Network

PPTN and Three Member Stations Receive Grants

PPTN has received a \$50,000 one-year planning grant from the National Telecommunications and Information Administration (NTIA) to study Pennsylvania's public telecommunications needs, according to Philip I. Berman, chairman of the PPTN Commission.

The study will enable the state to examine the most appropriate ways to support and serve the needs of its citizenry through public telecommunications services. Special emphasis will be placed on applicable state-of-the-art technologies and how to use those technologies to deliver public broadcasting and other state services to all Pennsylvanians on a cost-effective basis.

"The project's research and conclusions will be used to evaluate the need for and to plan the implementation of the medium's innovative technologies," said Berman. "Also, we will consider combining currently underused facilities for unserved and underserved audiences and geographical areas of the state."

Gov. Dick Thornburgh, who designated PPTN as the lead agency to conduct the statewide project, said, "I am pleased that my office will be working with relevant departments and agencies of state government on this telecommunications study which will also include varied interest and community groups throughout the state."

Paul Critchlow, the governor's press secretary and director of communications, chairs the intra-agency advisory committee which is providing coordination and policy direction for the project.

Three PPTN member stations have also been awarded facilities program grants from NTIA for various projects to increase or improve their services. WLVT/Allentown received \$14,750 to plan for a first public radio outlet in the Lehigh Valley. WHYY/ Philadelphia was awarded \$300,000 to update their equipment. WQED/Pittsburgh's grant of \$300,000 will be used to replace their old transmitter.

The People's Business

The People's Business, public television's weekly capital report, begins its new season Friday, September 5 on PPTN's member stations (Check local listings).

The half-hour news program is produced by public television's Capital Unit, which is managed by WQED/Pittsburgh. The Harrisburg-based news bureau has covered

state government for PPTN since 1975.

Reporters Kathryn Larson and John Dimsdale provide an overview of the week's activity in the state legislature, as well as indepth examinations of major news items. In addition, an opinion segment presents two opposing perspectives on a current issue.

The People's Business is taped earlier in the day for delayed broadcast by PPTN member stations. Executive Producer Jay Rayvid emphasizes, however, that the series has the electronic capability to meet any situation with a live broadcast. "We're prepared to react to any emergency with up-to-date information and complete coverage of late-breaking news when the need arises."

The People's Business is made possible by a grant from PPTN.

Politics 1980

Bill Moyers will provide an extensive look at the events, people and issues important in the 1980 elections, with a series of nine one-hour programs, **Bill Moyers' Campaign Journal**. The new series will premiere Friday, September 12 on most PPTN member stations (Check local listings).

Bill Moyers' Campaign Journal will include reports from the campaign trail, profiles of major candidates for the presidency, and reports on various congressional races around the country. Moyers will explore what the candidates are saying — about America's foreign policy, defense, energy, the economy, and other issues of urgent concern to the voter — and will also examine various aspects of the political process itself.

Most of these programs will contain multiple segments, including regular reports produced by on-location crews around the country.

"A political campaign should be a civics education for the public," Moyers said recently, "and public television should be alternative television — education in the best sense of the word. We'll be learning as we go, and I hope the public does, too."

As he has done in his regular series, Moyers will utilize many forms to bring information to the viewer — news reporting, documentaries, interviews, conversations. By talking with citizens around the country about candidates, the campaign and issues, Moyers hopes to bring voters back into the political process.

"We'll be looking at the effect these elections have on all the institutions of our society," Moyers says. "For example, we'll be visiting the party-spensored 'Republican Candidates School' to see how budding politicians learn how to play the political game, and we'll also go to Liberty City in Miami (site of the recent riots) to see how the disenfranchised view the political process."



On The Air

On April 1, 1954, WQED/Pittsburgh became the world's first community-licensed public television station. Since that debut over 26 years ago, Channel 13 has become the flagship of Metropolitan Pittsburgh Public Broadcasting. This corporation also includes WQEX/Channel 16; WQED-FM, the area's only fine arts radio station, now in its eighth year; and "Pittsburgh Magazine," a monthly city magazine that also carries program guides for both television stations and WQED-FM.

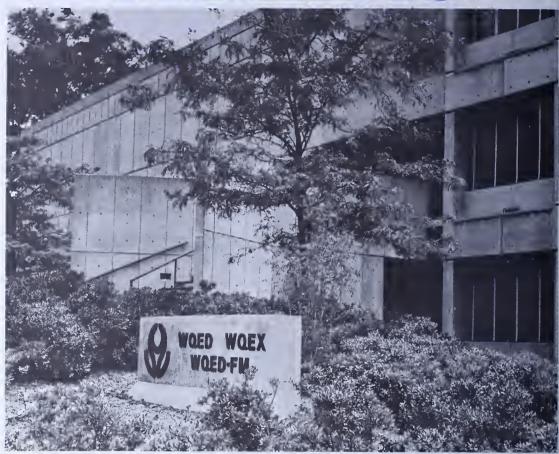
The chain of events leading to the premiere of WQED began in the early 1950s with then Pittsburgh Mayor David L. Lawrence and other civic leaders. The consensus of the group was to move forward with plans for noncommercial television services. The next step began as a cloud that turned out to have a silver lining. Westinghouse Electric Corporation was also interested in the local television market and Channel 13 was the only one available in the VHF range in Pittsburgh. After lengthy discussions, Westinghouse President Gwilym Price decided to yield Channel 13 to the new community station. In addition, Westinghouse donated the transmitter and tower it had purchased for Channel 13 to the station.

These public-spirited actions were bolstered by an agreement from the Allegheny Conference on Community Development to supply funds on a matching basis. Enabling grants soon followed from several foundations and trusts. The new station now needed a home, and a facility became available from the University of Pittsburgh, rented for \$1 a year. More success followed with a community-wide donation drive.



A wish comes true for Brennan and Baron Ringler and Claire Marie Behary on the set of WQED's **Once Upon A Classic**. The Ringler and Behary families were high bidders on "Lunch With Bill Bixby," a popular "I Wish Board" item up for bid during the Great TV Auction.

WAED 13



The Fifth Avenue entrance to the WQED facilities.

In April, 1953, the station was incorporated. Its call letters would be WQED - the mandatory "W" designation for this region and "QED" for the Latin "Quod erat demonstrandum," meaning "that which was to be demonstrated."

As WQED grew, new headquarters became necessary. A successful capital fund drive, coupled with contributions from various business, labor, industrial, and charitable foundations, made possible a new facility a few blocks uptown from the station's original home. The building was completed late in 1969 for program and staff development and dedicated on April 3, 1970, almost 16 years to the day from WQED's first broadcast.

WQED has always depended upon community participation for the success of its projects - more than 6,000 volunteers aid the station annually. The Community Support Department includes a volunteer program that works for both volunteers and for staff who need assistance in special areas by matching the right person to the right job.

In the late 1970s WQED originated an idea of viewer involvement known as "community outreach." This concept involves a tie-in with national programs in the form of local follow-up programs and awareness campaigns as well as distribution of study guides to schools, colleges, and

churches.

Further community involvement is accomplished through "WQED Days" in the viewing area. The station's personalities, production people, and other TV, radio, and magazine staff travel to area communities holding seminars, covering local events, and taping programs that deal specifically with that community.

The station also maintains a Community Advisory Board with members drawn from all segments of the community. The board reviews program proposals and suggests topics for local programming.

WQED is one of a very few PBS stations that also produces programming for nationwide broadcast. The WQED/Pittsburgh logo is seen by millions across America on such award-winning series as Once Upon A Classic, The National Geographic Specials, Cover Story, Previn and the Pittsburgh, and many others.

Last year when WQED was celebrating its 25th anniversary, station president Lloyd Kaiser reaffirmed WQED's mission. "As we proceed, from silver to gold, we must strive to originate, create, and explore new patterns of service for this special community which has founded us, supported us, challenged us, and defended us."

People's Business

About "The People's Business"

Public television's Capital Unit, managed by WQED/Pittsburgh, has established an impressive record during its four years of covering the people who make, judge, and execute the laws of the Commonwealth. In fact, last year when state legislators were asked which Harrisburg news organization provided the best overall coverage of the General Assembly, the consensus was: The Capital Unit.

This season, the experience and expertise

of the Unit will be focused on **The People's Business**, a lively, new half-hour capital report featuring Kathryn Larson and John Dimsdale.

Each week, viewers of **The People's Business** will become eyewitnesses to state government in action. Kathryn and John will help viewers "participate" — following the progress of issues by focusing on the people and procedures involved with those issues.

The goals of The People's Business are:

To EDUCATE viewers about how state government works:

- -What the legislature is
- -What its members do
- -How administrative agencies work
- -How a bill becomes law
- —The citizen's role
- -The function of the courts
- -How committees work
- —The influence of lobbyists

To EXPLAIN major problems and issues under consideration by the state legislature and how they affect Pennsylvanians

To INFORM viewers of the latest happenings in state government

To INVOLVE viewers in the activities of their state government by describing how they can participate in the decision-making process

To SERVE those people who need to know how the system works, what actions are contemplated, and what actions are being taken to serve the needs of state residents.

Each program in the series will include several distinct segments, designed to provide information and analysis in a professional, lively format. Shot on location and anchored by Kathryn and John from The People's Business news set (located in the Unit's Capitol office), each program begins with a comprehensive report on the week's most compelling issue. This is followed by "Also This Week," a review of other major news items. "Inside" takes viewers into government agencies for a look at what they do and how they do it. Two opposing perspectives on a current issue are presented in "Opinion," featuring newsmakers and others both in and out of government. "FYI" gives consumer information about government agencies and services. "Next Week" previews the upcoming legislative agenda, including anticipated action on pending legislation.



The People's Business keeps viewers informed about what goes on inside the state capitol every week.

The People From "The People's Business"



John Dimsdale is reporter/producer and Kathryn Larson is senior producer/reporter for **The People's Business**.

Senior Producer/Reporter Kathryn Larson joined the Capital Unit in September, 1979, coming from WTIU-TV, the public television station in Bloomington, Indiana, where she was producer/writer and host for public affairs programming.

Prior to that, Kathryn was women's sports writer for the "Bloomington Daily Herald," and Family Living Editor for the "Courier-Tribune."

Kathryn received an Associate of Arts degree from the University of Minnesota, attended the Universidad Nacional Autonomica del Mexico and received a Bachelor of Arts in English Literature from the University of Washington, Seattle. She has also participated in Indiana University's graduate program.

While the recipient of a Corporation for Public Broadcasting Women's Training Grant in 1979, she was a reporter for WGBH/Boston's nightly **The Ten O'Clock News**.

Kathryn was named a Fellow, National Endowment for the Humanities Seminar for Journalists at Tufts University's Fletcher School of Law and Diplomacy, and was also on the Board of Directors, Bloomington Press Club.

Reporter/Producer John Dimsdale joined the Capital Unit in October, 1979, following four years with National Public Radio (NPR) in Washington, D.C., where he began as a general assignment reporter and moved up to eventually become assistant producer/director of NPR's much-lauded "All Things Considered." He also served as assistant producer for NPR's 1976 National Convention Coverage, and for "Communique," the network's weekly report on international affairs. During those

four years, John's "beat" included the White House, Capitol Hill, the State Department, and the United Nations.

In 1975, John was state capital correspondent, news anchorman, and reporter for KOMU-TV, the NBC affiliate in Columbia, Missouri.

John received an MA in Broadcast Journalism from the University of Missouri, and his BA in International Studies from Washington College, Chestertown, Maryland. He is the recipient of the Missouri Association Award, and was listed in "Who's Who in American Universities and Colleges, 1973."

Director and Project Coordinator Hugh Downing is a veteran of news and public affairs programming, as well as numerous award-winning series and specials, including Once Upon A Classic, Previn and the Pittsburgh, Connections, and The National Geographic Specials.

He is the recipient of the Corporation for Public Broadcasting's Award for Best Coverage of a Special Event (Governor Shapp's appearance before the Gleason Committee); the Lasker Foundation Award; the Silver Gavel Award from the National Bar Association; and the Douglas Southall Freeman Award for Public Service in Broadcast Journalism, awarded by the Virginia Associated Press Broadcasters.

Hugh's broadcasting career began in 1956 — and he has been an announcer, program director, cameraman, floor manager, technical director, production manager, and producer/director at stations in North Carolina, Virginia, and New York before joining WQED/Pittsburgh in 1969 as Senior Producer/Director.

Executive Producer Jay Rayvid brings 23 years of television experience to **The People's Business**. He began his broadcasting career as a cameraman and radio/tv producer and performer. Prior to joining Metropolitan Pittsburgh Public Broadcasting (MPPB) in 1962, Jay served as program manager, production manager, and production consultant at WJCT/Jacksonville.

As executive producer for WQED/Pittsburgh's Harry S. Truman: Plain Speaking and the highly-acclaimed series Previn and the Pittsburgh and Once Upon A Classic, Jay has received four Action for Children's Television Awards, two Emmys from the National Academy of Television Arts and Sciences, and two coveted George Foster Peabody Awards.

Jay was named Senior Vice President of MPPB, Inc. in 1976.



John Dimsdale and Kathryn Larson discuss program details for The People's Business.

Stay Tuned For...

In September **The People's Business** will look at the following issues, according to Kathryn Larson, senior producer/reporter.

An impending topic to be examined is the state attorney general's job description. In May, 1978, Pennsylvania's voters approved a change in the state constitution, making the position of attorney general an elected office rather than one appointed by the governor. The change did not specify how much power the new, elected attorney general would have.

Currently the attorney general is the chief officer of the Department of Justice, providing legal counsel to the governor on the constitutionality of legislation and other actions. Many questions have resulted from the change in status of the attorney general's position. Should an elected attorney general, whose political affiliation might be different than the governor's, still have the power to provide binding legal opinions for the governor? Should the new attorney general be able to appoint legal counsels for state agencies? Would the change in status of the attorney general's position affect membership on judicial boards such as the Crime Victim's Compensation Board and the Board of Pardons? Should an elected attorney general have the power to supersede prosecuting powers of local, elected district attorneys?

Differing opinions on these and other questions have sparked discussion and controversy. When **The People's Business** looks at this issue, additional commentary will be provided by candidates for the position, former attorney generals, a representative from the Pa. Bar Association, and a member of the 1978 Special Legislative Task Force on Attorney General Powers.

The Pa. General Assembly is expected to reconvene September 15, conduct business for several weeks, and then recess for fall election campaigns. They will return after the elections and work until the first week in December. **The People's Business** will provide a preview of issues on the legislative agenda, which includes the following...

— House Bill 2044 would change eligibility requirements for general assistance payments. Most importantly it would remove those determined to be "able-bodied" from general assistance rolls, although retaining those with dependents, and aged and infirm people. This passed the House and is in the midst of a public hearing process held by the Senate Welfare Committee.

 In the wake of the Supreme Court decision to end funding for medicaid abortions, Rep. Gregg L. Cunningham (R-Centre Co.) is drafting legislation to similarly end state funding for medicaid abortions.

 Gov. Dick Thornburgh has presented his corrections reform bill which forms a





Behind the scenes at **The People's Business**, Kathryn Larson prepares to tape a segment (top) and John Dimsdale edits a story (bottom).

cabinet-level Department of Corrections, removing the Bureau of Corrections from the authority of the attorney general. The proposed bill institutes several reforms, including establishment of the Board of Probation and Parole as a quasi-judiciary authority to review parole and probation decisions as they do now, but giving the proposed Department of Corrections the "field authority." It also transfers prison education programs from the Department of Education to the proposed Department of Corrections. A hearing on the governor's legislation was held this summer. Sponsors from both parties hope to have it ready for presentation to the legislature this fall.

In August Gov. Thornburgh nominated
 Robert Stokes to replace Daniel Pennick as

chairman of the Liquor Control Board (LCB). The issue relates to funding of nonpreferred appropriation recipients because the nominee was presented after the LCB disallowed a 10-cent per bottle surcharge to cover a deficit in the general fund.

— The Governor's Energy Council will be considering the state's energy plan. A draft of the plan was subjected to the hearing process this summer for review and comment, and received strong criticism from Public Utility Commission Chairwoman Susan Shanaman. Many council members are concerned that the plan was made public before they had the opportunity to work on it, since it was a staff draft. The Council is expected to work on a final version this fall.

Broadcast Schedule

Station	Day	Time
WQED/Pittsburgh Channel 13	Friday	7:00 p.m.
WVIA/Scranton Channel 44	Friday	7:30 p.m.
WLVT/Allentown Channel 39	Friday	7:30 p.m.
WQLN/Erie Channel 54	Friday	9:00 p.m.
WPSX/University Park Channel 3	Friday	9:00 p.m.
WHYY/Philadelphia Channel 12	Friday	9:00 p.m.
WITF/Hershey Channel 33	Friday	9:00 p.m.

(Beginning September 19, WITF will air the program at 9:30 p.m.)



The People's Business cameras take viewers on to the floor of the Pennsylvania House of Representatives.

Watch and Learn

On September 15 WPSX/University Park will begin a new season of Open Learning courses. The fall schedule will include three courses that reflect a new resource for Open Learning and a new opportunity for viewers to earn a Penn State degree.

The three courses — "Early Roman History and the Rise of Christianity," "Systems Management," and "Introduction to Mathematics" — will be broadcast through the new National University Consortium for Telecommunications in Teaching, a nonprofit organization that was formed to make university-level Open Learning courses available over public television. Penn State and WPSX are among seven colleges and universities and eleven television stations selected to participate in the pilot year of this educational project.

WPSX will broadcast all of the National

University Consortium courses during this pilot year. Those courses that meet Penn State's instructional standards and needs will be offered as part of the ongoing Open Learning program and will be taught by Penn State faculty. For courses not offered by Penn State, students enroll with the University of Maryland, which is coordinating the pilot project with the Maryland Center for Public Broadcasting.

The availability of these courses — many based on materials developed by the internationally respected British Open University — has helped make it possible for Penn State's College of the Liberal Arts to offer a complete degree program through Open Learning. The degree — an associate degree in Letters, Arts, and Sciences — is a flexible learning program that is especially adaptable to the needs of adult, part-time

students. The 60-credit degree program allows students to choose from among any courses available in the arts, humanities, social sciences, sciences, and mathematics, as well as electives that allow the student to specialize in an area of interest. Many graduates of the program have chosen to apply their credits toward a bachelor's degree.

Beginning this fall WPSX will regularly broadcast a variety of Open Learning Courses that students may apply toward the Letters, Arts, and Sciences associate degree. In addition students may complement these with other courses offered by Independent Study by Correspondence with courses offered at Penn State campuses around the state

Enter Gertrude Stein



Pat Bond stars in Gerty, Gerty, Gerty Stein Is Back, Back, Back, an original, one-woman dramatic portrait of Gertrude Stein.

When Gertrude Stein returned to America from Paris in 1934, the translux on The New York Times Building announced to New

Yorkers that "Gerty, Gerty, Gerty Stein is Back, Back, Back."

Appropriately, that is the title of a one-hour, one-woman dramatic special starring Pat Bond as Gertrude Stein in a lighthearted re-creation of the life and times of this fascinating woman. The program airs Saturday, September 20 on most PPTN member stations (check local listings).

Stein enriched the lives of many of this century's great literary and artistic figures including Picasso, Braque, Matisse, Thornton Wilder, Ernest Hemingway and F. Scott Fitzgerald. An author and salon hostess with her brother Leo, she regaled listeners with her eccentric wit and erudition and made many friends, including her reclusive companion, Alice B. Toklas, about whom she wrote an imaginative autobiography. Anecdotes and reminiscences about these famous people are recounted by Pat Bond as Ms. Stein in the special.

Medical Knowledge and Human Health

The Body In Question, a thirteen-week series of hour-long programs on medical knowledge and human health, premieres Tuesday, September 30 on most PPTN member stations (Check local listings).

The series is written and hosted by British medical doctor and author Jonathan Miller. The first program is "Naming of Parts," an explanation of how the body's organs work and what happens when people become ill.

In the various segments of the series, Dr. Miller re-creates early scientific experiments, performs the first post-mortem to be filmed for television, subjects his own body to a variety of tests, and uses special effects, art, architecture, historical re-creations,

literature, and experiments to help clarify complex medical knowledge.

One of the many points that Dr. Miller makes in the series is that advances in medical knowledge frequently are the result of mechanical inventions. It was not until pumps were used in mining and engineering, for example, that William Harvey (1578-1657) saw the connection between the heart as pump and the circulation of the blood. Other examples are the impact of World War II artillery and computer technology on the understanding of muscular performance and brain function.

The Body In Question will be captioned for the hearing-impaired.

How A Bill Becomes A Law

H.R. 6161: An Act of Congress, a chronicle of how a bill becomes law, will be rebroadcast Monday, September 8 on most PPTN member stations (Check local listings).

First presented on PBS by WVIA/Scranton in April, 1979, the one-hour production focuses on the activites of people working for and against the Clean Air Amendments of 1977 (H.R. 6161). It was awarded the "best in category (political)" at the San Francisco Film Festival '79

This backstage examination of the legislative process follows politicians as they argue, plot strategy, garner support, barter for votes, make compromises, and finally watch patiently as the votes are cast, determining whether jobs and lower costs will take precedence over a cleaner environment. The recently enacted sunshine laws enabled filming of private meetings, including political party policy committee sessions and debate on the floor of the House of Representatives that had never before been recorded.

The protagonists are two senior Congressmen, Paul G. Rogers (D-Fla.) and John D. Dingell (D-Mich.).

Supporting Rogers was a coalition of groups concerned with the environment and health; supporting Dingell was a coalition of labor and business organizations fearful of negative economic effects.

John Colbert, the executive producer, said the idea behind the film was "to help the American people discover what really happens to important issues in Congress. Our hope is that the average citizen will, after seeing the film, have a more realistic feeling and understanding of the legislative branch of government and will be able to participate more effectively in government."

Station To Station

WVIA/Scranton's Mobile Display Van brings the station to the viewers. The converted army bus has been equipped with video cassettes and color slides as well as WVIA-FM. In September, the traveling exhibition will be part of the four day Lackawanna Arts Festival held annually in Scranton. The itinerary for the bus also includes fairs, schools, colleges, parades, exhibitions, and shopping malls.

September sees changes in two series on WPSX/University Park. TV Quarterbacks, featuring Penn State football coach Joe Paterno, moves to Sunday production time with a new half-hour format and exclusive game footage. Premiering September 7, TV Quarterbacks will air on all seven member stations. The weeknight series State of the Weather/Shape of the World will expand to include Sunday evenings beginning September 21. The Sunday version will be hosted by Bruce Adams and will be carried on WVIA/Scranton and WITF/Hershey in addition to WPSX/University Park.

WITF/Hershey, in conjunction with the Pa. Department of Education, PPTN member stations, and educational organizations, is working on a major statewide effort designed to focus on the importance of language and communication skills for young Pennsylvanians. The goal of the project, proposed for February 1981, is to create literacy awareness among a wide range of Pennsylvania citizens including students, educators, parents, and others concerned with improving language arts skills. Special programming and events are being planned.

The War Called Peace was a 90-minute WQLN/Erie production which recently aired nationwide. The program, hosted by "New York Times" Military Specialist Drew Middleton, featured a group of top experts on Soviet activities who examined Russian foreign policies and intentions. The broadcast consisted of an hour of

contemporary and historical film. The remaining half-hour was devoted to the experts responding to questions by nationally syndicated columnist Joseph Kraft and "Washington Post" Executive Editor Benjamin Bradlee. The response to the program has been outstanding. WQLN has received 2,600 transcript requests to date, with more coming in every day.

Ed Russoli, whose post-Victorian home and culinary skills were both part of WLVT/ Allentown's production Specialty of the House, recently cooked a TV dinner with a \$1000 price tag. One of Channel 39's Great On-Air Auction items was an 11-course gourmet dinner prepared by Russoli and served at his home. The winning bidders were Al Douglass and 10 of his friends. "The main reason why anybody would spend that kind of money for a dinner, of course, was to help Channel 39. I am fond of the finer things in life and one of the finer things is Channel 39," said Douglass. "When this dinner went up for bids, I was looking for something two-fold," Douglass explained over canapes and Chablis the night of the grand meal. "First, I wanted to help WLVT, and second, I will always travel far to sample Ed's cooking.'

This summer's national conventions have had an impact on WHYY/Philadelphia's fundraising campaign. The campaign, called "Twelve Is the Ticket! Vote for a View," took on all the trappings of a political convention, complete with placards, hats, nominations, endorsements, and of course, the crucial vote. When viewers phoned in their pledges, they could also vote for their favorite programs or issues they would like to see on public television. Celebrities, politicians, community leaders and volunteers answering the phones were delegates to the WHYY convention. The delegates made on-air pitches for the "candidates" they endorsed. An analysis of the votes was made on the last day of the campaign. In September a special programming night has been reserved for broadcast of the winning program and some of the runners-up.

WQED/Pittsburgh cameramen Norris Brock and Ken Love rushed to the Columbus Zoo this summer after waiting months to film the birth of a gorilla for an upcoming National Geographic Special. The mother is the famous Toni, who would make the zoo the world's only facility housing a four generation gorilla family born in captivity. Toni's legendary unpredictability revealed itself when the blessed event occurred in the middle of the night and no cameras were present. The zookeepers found Toni and her new baby the next morning. Brock and Love did manage to get photos and footage of the newborn baby boy and his adoring mother.

WVIA Station Manager Resigns

George H. Strimel Jr., president and general manager of PPTN member station WVIA/Scranton, has resigned that position to assume the presidency of Commonwealth Cable Systems, Inc. (CCS), effective September 1, 1980.

CCS, a wholly-owned subsidiary of Commonwealth Telephone Enterprise, Inc., is engaged in the development and management of cable television properties. As president, Strimel will be responsible for overall cable television operations and the development of related business opportunities.

Fifteen of Strimel's 28 years in broadcasting have been spent with WVIA. As the only general manager in the station's history, he began his affiliation when WVIA was still in the planning stages.

During the search for Strimel's replacement, Dr. John Walsh, WVIA chairman of the board, will serve as interim station manager.

pptn

The Pennsylvania Public Television Network: WLVT/Allentown, WQLN/Erie, WITF/Hershey, WHYY/Philadelphia, WVIA/Scranton, WQED/Pittsburgh, WPSX/University Park

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